Malioboro as a Value of Special District of Yogyakarta City

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Abstract. Yogyakarta is a province that has a status as a Special District. The specialty of Yogyakarta is set based on its history, because it was led by the Noble and has social culture embedded with Javanese tradition. Recently, the development of Yogyakarta has changed, along with the dynamics urban activities and technologies, into a tourist destination. It is a challenge to enhance the status of 'privilege' of Yogyakarta. Malioboro is an important part in the structure of the city of Yogyakarta. Apart from being one of the constituent elements of the north-south axis, Malioboro also serves as a public space that is rich in cultural activities, economic, and social interaction. If it reviewed according to its privileges, Malioboro is one part of the city of Yogyakarta which has an important role in maintaining local values that forms the privilege character of Yogyakarta. As a city that responds to the needs of the society, Yogyakarta provides various supporting infrastructure. Malioboro is located at a strategic area that became the target of investors as site to build public and commercial facilities. Malioboro is an iconic street of Yogyakarta, become one of the tourist destination because of its uniqueness, especially as the affordable shopping area. For that reason, it is necessary to study how Malioboro should maintain its local value to conserve the privilege of Yogyakarta as a special district, but also has ability to adapt nowadays development of Yogyakarta City. This paper will provide the study about the values of Malioboro which conserve the status and the meaning of the privileges for Yogyakarta, when viewed from the historical, social, and cultural. It will continue the discussion about the development of tourism and economic activities that are affected by tourist’s demand. The result of the paper will describe (1) the aspects that we have to keep to conserve the privilege of Special District of Yogyakarta and (2) the aspects that we can change or adapt, so that Malioboro continue to develop its role as an iconic street. The study will provide an alternative perspective for Malioboro’s development.

1. Introduction
The dynamics of live in the city continue to change with the times that influenced by human needs. In the meantime, the city needs a plan that can be developed with human needs and support human activities. Some experts have given their opinions and the theory about urban design, some of them are Roger Trancik with Finding Lost Space (1986) and Kevin A. Lynch in his book Image of The City (1960).

Yogyakarta City, if it was reviewed through the theory from Finding Lost Space (1986) and Image of The City (1960), will generate a unique urban design and certainly different from the other cities. Administratively, Yogyakarta has its own uniqueness and called as Special Region. The reason is because the governor of the Yogyakarta area is held by hereditary of the Sultanate of Yogyakarta. The
status shows that Yogyakarta has a role, not only merely administrative privilege but also special character because of the customs, traditions of Javanese culture, and natural beauty.

Malioboro is an important part in the structure of the city of Yogyakarta. Apart from being one of the constituent elements of the north-south axis, Malioboro also serves as a public space that is rich in cultural activities, economic, and social interaction. Many old buildings with specific detail are lined up along the street of Malioboro that is not only as a part of the street, but also as a witness of historical aspect of Yogyakarta urban development [1]. In the terms of the privileges, Malioboro is one part of the city of Yogyakarta which has an important role in maintaining local values and enhance the significant character of the privilege of Yogyakarta.

2. Methodology
The research use primary and secondary data from the site which is collected during survey, observation, and literature. The research use qualitative method and use single case study as research approach [2]. Malioboro is the site, which is investigate as one place that emerge the ‘speciality’ factor of Special District of Yogyakarta (Daerah Istimewa Yogyakarta, DIY), because as a great street of Yogyakarta, it has specific character, not only as a path but also as a linkage and as a place. The paper will focus on the architectural spatial elements of Malioboro that has a dominant impact on the image of Malioboro, so that it could carry on its role as a great street, not only as a street but also as a commercial area, tourism spot, and the most important is as an element that strengthen the character for Special District of Yogyakarta.

3. Analysis
In urban life, the street become one of the important roles. Not only as a physical element, but the street is also a space/place for people to do their activities [3]. In a city, the street can be metaphor as the veins. Because through the street, all the activities of the city flowed. By the street --which is a public space-- there are a lot of social and cultural interaction. Through the street all human activities can be connected and they be able to move the wheels of the economy and social relations in the city.

Streets in urban areas are not only as a current passing for human activities, urban street developed into the economic places, business places, tourist places, commercial places, public places, social place, and even transformed into a symbolic space for a particular area. Streets especially in the Asian region has become part of the culture and tradition of the people; since a long time ago, streets become part of the public space. In urban areas can be seen that along the street, there are a lot of informal sector, such as the emergence of street vendors [3]. That's because along the side of the streets always have potential as a gathering place for humans.

In the relation to the urban design, streets can be connected with the theory stated by Roger Trancik (1986) [4] in his book Finding Lost Space, the Linkage theory that explains the dynamics of circulation becoming generator in the city forming. The streets are also have the role as human circulation and helps the movement of people, as well as connecting the dots in a particular city.

![Figure 1. North-South Imaginary Axis (Mahendra, 2017)](image-url)
The same thing happened in the Malioboro street, that located in the center of Yogyakarta. Malioboro itself located on the linear configuration between Tugu and Keraton who passed the imaginary axis; a link between the volcano, Keraton and the southern beach. For the people of Yogyakarta, Malioboro street is not just as a connecting street, but also as a place for human activity [3]. Around the Malioboro can be found varieties of economic activity, social, cultural, and tourism.

In 19th century, Malioboro is built as a government and economic center by the Dutch colonial government. Since then, Malioboro street is known as a shopping center and the economy center, which is showed by shophouses that lined up along the street and the traditional market --Pasar Beringharjo-- on the south area of the street. Commodities that are sold on the Malioboro street mostly accessories and souvenir. Nowadays, Malioboro street are also famous for shopping area for tourists. The shopping activities can divided into traditional and modern roles, so the buyers (tourists) have options when they want to enjoy shopping activity at Maliboro. The tourists will know which one is for traditional shopping activity from the way the seller haggling on the stalls of street vendors; and which one is the modern one, that took place in the mall and shop-houses, with fixed price.

In addition to economic activities, on the Malioboro street, there are also take place for social activities, because as a public space, Malioboro is a place of social interaction for people of Yogyakarta with people who come to visit there. With combination of social activities along Malioboro street, people who come to malioboro can recognize the faces of Yogyakarta through the interaction among the people there. Malioboro street is also the place for culture activity, because there exist various cultures. There are Chinatowns, called as Kampung Ketandan on the south-east of Malioboro, there are also buildings with colonial-style architecture called indische buildings, lay along the street from south to north, signifies architectural character of Malioboro. The people of Yogyakarta who uphold the Javanese traditions and also domestic tourists and international tourists who visit there add more various cultures on Malioboro street. Malioboro as a famous street in Yogyakarta, capable of being a symbolic space for the city of Yogyakarta [3], it can be seen from the many cultural events, or other events that concentrate on Malioboro Street and some of the events even become identical with Malioboro street. For the example the event that held in Malioboro street is the Chinese New Year celebration event, carnival, also the other special ceremony.

The number of human activities that occur on Malioboro street with cultural values, social and economic, making the tourism potential of the region Malioboro become stronger and capable to be an attraction for the city of Yogyakarta. Along with the times and technology, especially in the field of transportation and the investors who make their investment in Malioboro area, turned Malioboro to become a commercial and tourist area. High vehicle traffic also makes the area becoming increasingly congested and start to be avoided by the local people, because of the density and traffic jams. Besides that, the construction of facilities for tourists such as hotels around Malioboro area also increased the density in the area. Parking area for motorcycle is took place on the pedestrian area. The density is seen along the Maliboro Street; traffic jam on the street, parking area for motorcycle along pedestrian ways, street vendor along arcade of the building, and people activities around the area.
Figure 2. (a) Malioboro in the Past (brillio.net, 2017) ; (b) Malioboro 2015 (Mahendra, 2017); (c) Malioboro Nowadays (Theofilia, 2017).

It is changing the habits of interaction on the Malioboro streets, people being oriented into vehicle, no longer enjoying the experience of walking on Malioboro. But now, the area of Malioboro street began to redesign, the most significant change was the side of the road. The arrangement which prioritizes pedestrian, and the vehicle parking area is relocated to the north side of the Malioboro street.

The values and human activities at Malioboro create a special atmosphere of Malioboro Street and the central area of Yogyakarta. The atmosphere cannot be found in other streets or place. The uniqueness of Malioboro Street can be maintained with attention to cultural, social, and economic. One of urban design theory that place theory emphasizes the importance of its historical, cultural, and social values on an open area in the city, as well as maintains a sense of urban space [5]. The development on Malioboro needs to pay attention to the cultural aspects as standard rule in the construction, as well as the typologies of the buildings that remain in tune with Malioboro Indische Building (Colonial and Chinese style), so that the atmosphere can maintain physically and bring a nostalgic memories from the past. Social aspect give some nodes that Malioboro from time to time is a place for humans, and until nowadays, the development of Malioboro still able to maintained public spaces for the communities.

The vehicle route on Malioboro street is from north to south (one way). There is no parking area along the street Malioboro anymore, because the motorcycles have a parking building on the northern part of Malioboro. The policy to build parking building on 2016, because the density of Malioboro street is getting high. The activity at Malioboro (table 1):

1. Activities that have same direction with the vehicle (north to south)
   - Jogjakarta Chinese Cultural Week (Culture)
   - Jogjakarta Cultural Festival 2011 (Culture)
   - Malioboro Festival (Culture)
   - Jogjakarta Anniversary (Culture)
   - Gelaran kirab (politic)
   - Independence day parade (politic)
2. Activities that have different direction with the vehicle (south to north)
   - Royal Wedding of Keraton Jogjakarta (Culture)
   - Grebeg (Culture)
3. Activities that take place in 2 direction (south to north and north to south)
   - Economic (tourism)
| Activity                        | Category        | Time                        | Route                                                                 | Additional Activity                                                                 |
|--------------------------------|-----------------|-----------------------------|-----------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Jogjakarta Chinese Cultural Week | Cultural Festival | 1 week after Chinese New Year | Abubakar Ali Parking lot – Malioboro – Alun-alun Utara (North Square) | Food festival, Lion dance, several cultural competition at Kampung Ketandan          |
| Grebeg Syawal (Muhammad SAW born celebration) | Cultural       | Once a Year                 | From Keraton Ngayogyakarta Hadiningrat to 3 different places: Gede Mosque, Kepatihan Office, and Pakualaman Palace | Soldier of Keraton parade complete with special weapon, banner, and traditional music. In the end of the parade, there are several Gunungan that prepared for the citizen who watched the ceremony. But the citizen should compete each others to get the food from Gunungan. |
| Grebeg Maulud (after fasting)    | Cultural        | Once a Year                 | Tugu – Malioboro, Fort Vredeburg                                     | Performance art and dancing. Local industry and micro economic exhibition at Fort Vredeburg |
| Grebeg Besar (Eid al-Adha)       | Cultural        | 24-26 Juli 2015 09.30-22.00 WIB (tentative) | Malioboro                                                           | To strengthen tourism activity                                                       |
| Royal Wedding of Keraton Jogjakarta | Cultural Ceremony | Wednesday, 23 Oktober 2013 09.00 (tentative) | Keraton – Kepatihan (governor office)                                | Parade of 12 golden chariots, and guarded by 360 Keraton soldiers.                   |
| Jogjakarta Anniversary           | Culture         | Once a year                 | Abubakar Ali parking lot – zero point (central post office)          | Jogjakarta 258 Outdoor Sculpture Exibition 2014                                      |
| Gelaran kirab (launching the new brand of Jogjakarta City) | Politic         | Saturday, 7 March 2016 14.00-16.00 WIB (unconditional) | Abubakar Ali parking lot – zero point (central post office)          | Official the new brand of Jogjakarta is reported to governor of special region of Jogjakarta, Sri Sultan HB X and also launched stamp with the new brand image - |
| Independence day parade          | Politic         | Saturday, 20 August 2016 15.00 WIB (tentative) | Abubakar Ali parking lot – zero point (central post office)          | To demand justice about religion defamation                                          |
| Demonstration refused Ahok       | Politic         | Friday afternoon,           | zero point (central post office)                                     | -                                                                                    |
| Activity                  | Category | Time                          | Route                     | Additional Activity                                           |
|---------------------------|----------|-------------------------------|---------------------------|---------------------------------------------------------------|
| Demonstration (labor)     | Politic  | Sunday, 1 May 2016 (unconditional) | Malioboro                 | Commemorate May Day                                           |
| Demonstration (new airport policy) | Politic | Thursday, 5 November 2015 | Malioboro (kepatihan) | They show theatrical as a demonstration |
| Tourism                   | Economic | Daily                         |                           | 1. Abubakar Ali parking lot – pedestrian Malioboro – Beringharjo market |
|                           |          |                               |                           | 2. North Square (Alun-alun utara) – Fort Vredenberg – Beringharjo market – MIrota batik shop, pedestrian – Malioboro |
Table 1 shows some activities that took place at Malioboro. There are 3 kind of activities: economic, culture, and politics. The economics activities at Malioboro are occurred along Malioboro street, while for culture activities are originated from Abubakar Ali parking lot through the streets of Malioboro to the zero point, and political activities more centered in front of Regional House of Representative and zero point. Abubakar Ali parking lot has an important role for those 3 activities, because it became the starting point for all those economic, culture, and politics activities.

There are some activities in Malioboro that use the street against the normal traffic. The activity that took the route in opposite direction of the vehicle are activities held by the palace, Keraton Yogyakarta; such as the royal wedding and gerebeg. Because these activities are held by the palace, the sessions start from the palace at Southern area of Malioboro and move to the North, along Malioboro Street and stop at Governor’s Office as final destination. For other activities that used Malioboro in opposite direction

**Figure 3. Activity Maps (Mahendra, 2017)**
is economic activity. The majority of economic activity takes place at pedestrian Malioboro, so that economic activity can take place in two directions; move from north to south and otherwise.

The maps (Figure 5) show the order of movement activities at Malioboro Street. The circle on the map shows the central of the activities, and the arrow lines shows the path orientation. Each activity has its own path and activity points scattered along Malioboro street. It shows that the Malioboro street has a lot of value contained therein. Activities that occur also reinforces the values of the privilege of Yogyakarta City. The variety of activities in Malioboro street maintain the manifestation of concept of 'privilege' on Malioboro Street; because it is not just a line of road, but also as a forum for people of Yogyakarta and visitors, as the mixing container, and places for social interaction.

The first map shows the path of cultural activities that take place along Malioboro street. For example is the activity of the Yogyakarta Arts Festival (Festival Kesenian Yogyakarta) in 2011; the activity is an art and culture parade starts from Tugu. The parade moved from north (Tugu) through the Malioboro and ended at south (Fort Vredeburg). Another type of cultural activities is Royal Wedding Procession; the parade also pass through the path of Malioboro street, started from Keraton to Governor Office (from south to the north). There are many other cultural activities took place along Malioboro street which is held to enhance Malioboro as tourism area and the node for Yogyakarta City; such as Gelaran kirab and Yogyakarta Anniversary.

The second map shows the path of political activity on Malioboro street, often used convey aspirations in the form of demonstration. There are several favourite spot for this activity such as the Governor's Office and House of Regional Representatives. The location of political activity often used at in front of the Governor's Office and House of Regional Representatives. The examples of the demonstration are the demonstration in rejecting the construction of the airport in Kulon Progo held in front of the House of Regional Representatives's office. Another political activity is the march of Government Development Work to celebrate the 71st Independence Day; it was started at the parking area at the north and ends at the zero point, at the southern of Malioboro.

The last map shows the path of economic activity that occurred on Malioboro street. Malioboro is well-known as a shopping area for visitors, because Malioboro provides various items of Yogyakarta’s products, especially souvenir and art work. The economic activity that occurred on Malioboro street itself scattered at various points on malioboro road, because the road along Malioboro there are many shops, street vendors, shopping malls, hotels, markets. Many other informal sectors also took part in the economic activity in Malioboro street. The visitors walk along Malioboro street started from parking lot which consist of (1) buses and motorcycles’ parking lot at the North, (2) buses’ parking lot at the South, and (3) cars’ parking lot on the West and East.

From the description above, there are various activities that takes place in Malioboro, making Malioboro become an important street at Yogyakarta. It is not only important as a street as its original function, but also as a street that has a lot of culture and values which are created by human interaction and the uniqueness of the place. By maintaining the values of local wisdom in Malioboro street, the privilege as Special Province will be sustain within Malioboro street development. Malioboro is an locus to strengthen the image of Yogyakarta, cultural, and tourism city.

4. Conclusion
Street is one elements of the city, where we can find the historical side of the city. Street as a path [4], as a void, as a linkage, and as a place [5]. They give the base point for us to learn how the urban street, like Malioboro, run its role in urban scale.

Malioboro has layers of information, layers of its roles, and layer of its users. So, if there is a new development that applied on Malioboro, it should consider the layers that embedded on it. Learning from the Maliboro that the street is not valued by its dimension and the physical appearance of the old buildings, because people come to Malioboro not because of them. The layer of activities that connecting the street, the building, the pedestrian and the people. We can see the difference of elements of Malioboro from time to time, but we still can see the atmosphere that describe the dynamic of specialty aspects of District of Yogyakarta.
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