Revitalization Pagaruyung area as one of tourist destinations in Medan

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Abstract. Rapid development Medan city apparently impact on the region as tourism. Medan generally have the potential to large enough in the development of tourism in the center for food. The purpose of revitalization is to change the place to be used for more appropriate functions. What is meant by functions better suit usefulness who do no ask an abrupt change or that is just minimize the negative effects. Medan city is one of the city famous in culinary tour. One of the typical culinary attractions in Medan city located in Pagaruyung street. Here sold various culinary existing in Medan city. Pagaruyung area is a strategic location of culinary because it is in the middle in Medan city. No wonder so easily found from the Sun plaza shopping center, Cambridge hotel, Shri mariamman temple, and also Ghaudiyah mosque. But, as the growth and development, pagaruyung start difficulty. Central growth hawker night with modern facilities are unstoppable more or less succeeded in stealing visitors from young generation. To create the region that remained one of tourim Medan city will be applied concept. Focus research about revitalize the region pagaruyung to improve the potential existing that the process this research to the need for theories from the perspective of discipline architecture.

1. Introduction
Medan generally have the potential to large enough in the development of urban heritage tourism, is the concept of tourism in big cities most popular in the world. The concept of tourism this is very simple, because exploiting the environment under the jurisdiction of natural or owned by a town having historical value. The places pagaruyung culinary in the area of kampung madras that is identical to little india in Medan. The atmosphere culinary tourism this is that arouses shades ethnic that is in Medan as if we are in india. Kampung Madras which is recognized with Kampung Keling is a potential unique to tourism industry in Medan.

Kampung Keling is another name of Kampung Madras in Medan. This village has as a residence for residents of India, where people the offspring of an indian also involved coloring history in Medan. Kampung Madras is a landmark that enough known as Kampung keling. Called with a Kampung keling for adhering to call popular for ethnic indian generally sallow rivet or dark. The social conditions were made the pagaruyung in Kampung Madras it became famous and a typical of its own to attract the many more visitors to come to pagaruyung area. Its existence adjacent to icon of Medan, they are temple shri mariamman, sun plaza shopping centers, and ghaudiyah mosque as a religi history give more to pagaruyung value. No wonder people came from various levels of society, with family, fellow and relation.
The crowd this area indirectly upgrade trader although still located within the is similar Kampung madras. Some even use his house to be yard stalls built with private funds. No wonder the tables still be very simple and made of wood. To seat also from plastic that not so much. Because comes from one environment, communication between traders is very good and taken together they built other facilities. Like a roof made of a tent blue so does a toilet constructed in mutual cooperation. The atmosphere family last is carried away when own visitors. It will facilitate when making a deal to not selling liquor. However, along the fast growth and development, pagaruyung start difficulty. Central growth hawker night with modern facilities that are unstoppable many little succeeded in stealing visitors from among the young generation. Among other slowly began to turn the face until pagaruyung really need change.

Identity is soul and spirit of the of a environment or city, containing stories and memories certain specific. Identity this is what a distinguishing trait some place with other places, so it will not make a the same with other places. Very unfortunate old buildings a relic colonial tear down the even destroyed with reason;

- Change desire and the condition of the buildings have been damaged. Buildings that were originally considered beautiful and regarded outdated because the change of values beauty adopted in society;
- The increase in the value land in a neighborhood, and the need for space in downtown. It encourages communities to empower land, buildings so become broader in proportion to increasing land value;
- Fluctuations in the land and building tax, will encourage people to sell the building or alters the form of / function the building, and in ultimately changes a building form his drastically.

2. Method
In general the methodology that was used is a method of synoptic (rational) with several of the approach of others in analyzing data. The reasons for the selection a method of synoptic is because of the nature of this method that titling the process starts at collecting and analyzing data, formulated the problems and design criteria, to design and then assess the design. By a method systematic, hence the ambiguity in the design can be minimized and design may be produced by more objective.

Preservation is the inheritance of an effort management through research activities, planning, protection, maintenance, utilization, supervision, and development selectively to protect continuity, harmony, and resources in answering dynamics to build the days of life of the nation higher quality. According to law cultural heritage no.11 in 2010, the preservation of is an effort dynamic to maintain cultural heritage which in value to how to protect, develop and using it. Based on the department of kimparswil in 2005, the definition of revitalization is an attempt to revive the area in which dead, who in the past ever lived, or control, and develop the to find again potentials owned or had once owned or supposed to be possessed by a city.

According to hanan (2004), the revitalization of aims to:

- Revive the downtown that fade or decreasing the quality of its environment;
- Increase the value of economical a strategic region;
- It stimulates growth of the surrounding area;
- Push for an increase in the local economy of the business world and the community;
- Strengthen the identity of the area;
- Support the formation of the image.
2.1. The spatial planning of Medan.
The spatial plans a guide to manage the city and building when it consists of:

- The general plan city spatial (RUTRK) 1995-2005, which is currently revised for the 2005-2015, is part of the archetype urban development in the field of physical ratified in the region no. 4 1995;
- The different sub the (RSSW) who has been since 1978, having precision scale map 1: 5.000 (RDTRK) level.

Besides the regulation on RTRW Medan City, other regulations which deals with layout arrangement are:

- Regulations no. 9 years 2002 on building permit;
- Regulations no. 17 years 2002 about the land use;
- Decision mayor Medan no. 188.342/382/sk/ 1989 on the implementation of the city regulation Medan no. 6 in 1988 about the preservation of buildings and environments worth history architecture paleontologists as well as greening the in section municipal Medan.

Medan city included in urban areas mebidang, so in drafting spatial plans to mebidang the area coordinated by the governor of north sumatra in accordance with article 8 paragraph (3) law no.24 1992 about the 'spatial planing'.

2.2. Approach that is used in the design
In making analysis, some usable approach relating to concupiscence design. Those are:

- **Approach revitalization.** Thematic approach were chosen as the main topic in the design building. Election approach the theme revitalization pertaining to characteristic of the region as a the cultural heritage area of having problems connectivity between area with the functions of another, and integration between function in the context of commercial development of building.

A method of preservation used in the design process
The theme of the revitalization of approach will integrate functions there have been on the building of the office which is with new functions prospective who will be included so that building at region could be more cohesive. Some adjustment a method of preservation in this area (table 1.1).

| No  | Elements design | Methods                                                                 |
|-----|-----------------|-------------------------------------------------------------------------|
| 1   | Site            | Facade around the area                                                  |
|     |                 | Conservation: fixed use the situation to their the same activity with the original or to the same activity completely new to self support the maintenance of the sustainability of its existence. |
|     |                 | Form and structural                                                     |
|     |                 | Rehabilitation: repayment of the condition of the buildings have broken down, so that it can be operational again as usual time. |
| 2   | The Entrance    | Renovation: the act of changing partially or a whole, with respect to adaptation the concept that tourism to the region, concepts modern or in receiving new functions. |
• **Market approach and competitors.** Approach this was done in an analysis of market conditions in Medan to determine function what can developed, do compete or complementary. Market approach will also an analysis of the scope of services do to serve tourists city or come to foreign, to avoid saturation market due to too much the development of the function certain. As a tourist zone which is at the cultural heritage area of having the character locations strategic, needs to be developed thematic functions certain can be a shop window for promote tour and culture that reflects typicality and character of Medan.

• **Approach Site Existing.** Approach it will be analysis about the condition of tread, and identification about the potential and its problems. Tread buildings in this area had two constraint or potential that could be used as basis of consideration the development of the function bangunan heritage. Consideration first there is no bagunan deficient function as a building heritage, and can be functioned as a building that could be enjoy visually. Consideration the second is a building site that is at the cultural heritage area of dipusat city, potential to can relive character and sense of place as the area the most important and worth history of Medan.

2.3. **Comparative study**

Comparative studies thematic taken as example is the be revitalized that meaning cultural contained therein maintained

2.3.1. **Little India, Singapore**

Little india is one of the tourism singapore that is pulled to visited. A region who combined culture elements and tradition daily life and spiritual from the India community in central of Singapore

- **Location** : Central of Singapore
- **Classifications** : Tourism area
- **Activities** : Shopping Center, Electronic Center, Central Culinary Of Indian, Traditional Markets, Religious Tourism (Mosque, The Church And Temple)

According to the history, the little india today is a region the convicts beretnis india in the past. And the location was once adjacent to a river serangoon where right as keeping livestock. With the development of the Singapore in 20, this area to a region where stay and activities of community life ethnic indians in Singapore. Not like other places, little india maintain his identity that is distinctive and far from the description metropolitan the city of singapore. There full of with iridescent, frenzied sound car horn, bells a bicycle, and chatter local residents. Charm little india located on traditional markets living many found on roadside, the halls of the and the back. One of the characteristics typical this area that is scent spices and a searing flowers in serangoon road and the like campell lane in it, dunlop street and hindon road in figure 1.
2.3.2. Little India, Malaysia

Little India is one of the places where tourist in Malaysia that is pulled to visited. A region that mingled element of the culture and traditions daily life as well as spiritual from the community ethnic indians in Malaysia.

- **Location**: Mosque India road, Kuala Lumpur, Malaysia
- **Classifications**: Tourism area
- **Activities**: Shopping Center, Central Culinary Of Indian, Traditional Markets

Sidewalk along in little india, standing gate semicircular by carving typical of Indian with bright color. A shop that sells miscellaneous the needs and goods typical of Indian banks of along the road. Is a shop that sells cloths sari, flowers for them, shop tapes special music and movies India, or small restaurant sell bread canai in figure 2.

![Figure 1: Serangoon road and The Sri Veeramakali Amman the little india Singapore](image1)

**Figure 1.** Serangoon road and The Sri Veeramakali Amman the little india Singapore

There are brickfield area, shopping centers little india be on the road of 500 meters. Called brickfield, reputedly first during the occupation England, area is the processing brick. In which the manual laborers in a factory brick was flown from India. When did not want to expenditure anything, you are pretty photography with views gate typical of Indian. This is evidence that you had grown little India in Kuala Lumpur (figure 3).

![Figure 2: The atmosphere for the little india Malaysia](image2)

**Figure 2.** The atmosphere for the little india Malaysia
3. Results and Discussions

Site selected as a research is pagaruyung tourism area of Medan. The site can be done from the way of kediri, teuku umar road and teuku cik ditiro road. Research locations adjacent to a number of buildings historic as temple Shri Mariamman, health facilities that is public hospitals materna, as well as some commercial building as sun plaza and cambridge city square in the area (figure 4).

![Figure 3. The brickfield little india malaysia](image)

The condition non-physical areas last research discussed regarding the social and cultural for consideration in to revitalize pagaruyung area. The social condition and culture closely related to their madras as tourism area of Medan. The following explanation the social condition and culture.

3.1. Regional issues

The identify problems to be raised, that is the problem for the pagaruyung of Medan namely the decline in vitality area. Hence needed a is the one who in accordance is revitalization. The physical condition pagaruyung area is presented in figure, where the invisible as tourism area. This could because less government interference in the process of the arrangement, so that the arrangement done by local residents who trade in the area. Where lack of science local people to improve the quality of area that many more visitors the bigger (figure 5).

![Figure 4. Location of Pagaruyung and building territory.](image)
3.2. The potential of the region that can be developed.

Although the tourism potential historic, where this area is at their madras. Culinary tourism area pagaruyung having direct access especially to temple, and it is potential to in the development of the concept little india in moments is a religious festival as deevapali and other (figure 6).

3.3. The development of a the physical condition

The success of an area will measurable if create an interesting environment (interesting), so it is not just to make beautiful place. It means, this activity have to a positive impact and can raise capital social life/the community. This study attempts to outline some the development of a physical to revitalize pagaruyung tourism area to increase the potential become which already have a long time ago. Culinary tourism area pagaruyung called pagaruyung because culinary tourism area is located on a street pagaruyung. Along pagaruyung is made place hawker peculiar to india. Aneka in addition to the variety of cuisines, an atmosphere of the area will influence the area. Some the direction of the development of a revitalization in the region to increase the value of social and cultural described in the several segments.
3.3.1. **Concept of a pedestrian.** On pedestrian road area pagaruyung this be used to operate in the afternoon until night, so that morning and afternoon vehicles can be passed the darnel. Of pedestrian that existing at the present time only in the form of asphalt and edikit paving blocks at the end of the course, this makes the image of an area into locations less interesting and not draw many more visitors. The concept of a point in a researcher of culinary tourism area this to inflate the potential culture that is typical of indian culture, where culture india on domination by bright colors and interesting (figure 7).

![Figure 7](image)

**Figure 7.** Recommendations on the design pedestrian pagaruyung tourism area.

3.3.2. **The concept of ornament on the entrance.** The potential other developed in this area is a culture very strong. Culture of society India in dominance hinduism it has diverse celebration as a religious festival, depavaali, the holy and still many others. Potential this is very large to lure people to come, as Medan dominated local residents and celebrations as it was one of exciting recital to see. The researchers wanted to directed in this case, but raised cultural values also the value of social. When celebration or certain events with the ornament typical of india it, is expected to attract tourist who want to get better acquainted tourism in Medan (figure 8). And is expected to make the this as ‘little india’ in Medan.

![Figure 8](image)

**Figure 8.** Recommendations design on the ornament entrance pagaruyung tourism.

Recommendations design ornament at the entrance is identity indians, ornament it can be used at celebration public religious hindu, so the event is not only in the course, but can spread and can enjoy visitor or local community.

3.3.3. **The development of a tourism potential.** This area had typical of its own potentially large to be developed, as a religious festival, special meal, and other culture. In order to the potential, it needs a planning for increase vitality tourism. As for the development of a tourism potential is to create activities are typical have tourism activity. This tried to prevent the intentional and desire to visit the area of Kampung Madras. Social and cultural potential, socio economic in this area can be maximized its use as tourism potential. Potential culture in the form of physical as places of worship of the temple and mosque, housing buildings, shop house and market may be developed as a tourist attraction culture. As the following:
• Activity culture and his trust in a more open. Thus activity culture of society in Kampung Madras this is getting majesty. Information and publication associated with temple and a mosque the larger spread in the community local, regional and warmly the state.
• The activity of culture of society india in the area of Kampung Madras relating to celebrate the large indian as festival colour or the holy and the celebration of deepawali. Feasts is not only enjoyed by the public india alone but can also witnessed by other communities the neighborhoods around their madras and other areas. That attractions arts and culture india in feasts seems interesting interest other communities to enjoy it. Thus the art potential and culture india can packed as a tourist attraction.

4. Conclusions
Based on the short above , we can conclude that:

• Revitalization can be the capital cooperation between the government and private sectors in job creation, encourage home industry, an increase in levies and increase regional income and the investors. So that the involvement of private parties is needed remember potential the can be a commercial commodities based culture and history. In addition required cooperation between community through a religious organization as a mediator between the government and internal community that public participation can encourage the acceleration of revitalization pagaruyung area in Medan.
• Maintain the existence of the typical buildings who has existed from damage that is both natural or deliberate, with the determination of the buildings as a building of cultural heritage, to eventually can receive incentives in the form of funds care improvements and the reduction of taxes and levies imposed associated with local governments.
• Asking the community that lived in area to use shop as a house and using the business owners to more hours business environment in particular at night so that will appear various supporting activities who can raise areas last night.
• Optimization function organization/community culture the old to give education about the values welfare, tradition culture, event culture in the whole community made efforts to the development of its tourism pagaruyung as the area cultural tourism.

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