“Aur Market Place” - Activator and Interaction Space to Support and Living Up Tourism of Kelurahan Aur

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Abstract. Istana Maimun (Maimoon Palace), located in Kelurahan Aur is one of the historical heritage Palaces during Deli Sultanate era that still stands beautifully and becoming an iconic Landmarks of Medan – Sumatera Utara, Indonesia. This Palace has a lot of historical value in branding identity also an image of Medan regarding the Glory of Deli Sultanate in the past and has a strategic location in the side of Deli River. The potential river which should be one of attraction becomes a place for waste by locals and causing problems that its existence is being covered. After a site visit and collecting data from different sources, authors think that Aur region has potential to the development of cultural, artistic, and historical tourism. However, this area still shortcoming of tourism aspects, such as commercial facilities, activities, attractions, access, and accommodations that can make visitors feel welcomed and want to spend their time enjoying the atmosphere. Therefore, authors trying to introduced more of mixed facilities that can be called as “Aur Market Place” which hopefully can support the optimization of Istana Maimun and surround its area in continuous ways, where this public space can be activator of another development by government towards Aur region and becoming magnets for all ages which can lead interactions between locals and tourist in one place.

1. Introduction

City tourism is one of promising opportunity that should be developed because it provides an excellent contribution to regional revenue. City tourism is also one of the catalysts in region-building development and helps to strengthen the absorption of investment and labor. Because of all the benefits that listed before, The City Government of Medan has the idea of realizing Medan as a City Tourism Destination in the future. The City of Medan itself has a great potential to developing tourism because Medan was located strategically and directly adjacent to Malacca Strait which provides benefits to the city as an entrance gate for domestic and international economic trade and suitable as one of transit city in the western part of Indonesia. [1]

Besides, Medan city has enormous potential to develop as City Tourism based on heritage. This is because, Medan is known for its multi-culture, multi-ethnic, and histories that supported by various historical objects in the city, where the area is quite close and have some exciting stories that are worth exploring.
One of the historical attractions that are suitable to be developed and enhanced in its regional value in making Medan more well-known as an exciting city is the Maimoon Palace that located in Aur, Medan Maimun Sub-district, Indonesia. This royal palace of Malay kingdom is made during the glory of Deli-IX Sultanate era, namely Sultan Makmun Al Rasyid Perkasa Alamsyah. The palace is known as one of historical landmark and an icon of Medan City which still stands proudly even after more than a century old.

Maimoon Palace also became a silent witness in the journey that formed the identity of the city of Medan in the Deli Sultanate era. A short story to be told, during the reign of Sultan Makmun Al Rasyid Perkasa Alamsyah who reigned from 1873-1924, Deli Sultanate experienced rapid growth in economic development by tobacco trade and achieved its glory. Supported by cooperation with Dutch party, Jacobus Nienhuys who moved his farm office to Medan Putri (finally known as Medan city) which was located strategically because traversed by two main rivers known as Deli River and Babura River finally making this area crowded by comer and the area become famous as a trade center. This effect also prompted Sultan to move all administrative activity of the kingdom which had previously been in Labuhan Deli area to Medan. Therefore, the sultan had the initiative to build a palace in Medan, named as Maimoon Palace on 26 August 1888. After the palace was completely constructed and occupied, at that time Deli administration center was officially transferred to Medan. The architect of this palace is T.H. Van Erp who worked as a KNIL Army (Koninklijk Nederlands Indisch Leger known as Royal Netherlands East Indies Army) in Hindia. His design reflected Malay Tradition and Indian Moslem building, and the style was a combination of Indonesian, Persian and European. In the yard of the palace, there is a blunted canon (Meriam Puntung) which part of Maimoon palace legend [2].

Although Maimoon Palace is an attractive tourist attraction in author opinion, this area still shortcoming of tourism aspects. Such as, commercial facilities, activities, attractions, access, and accommodations that can make visitors feel welcomed and spend their time enjoying the atmosphere. Another point from the authors is that the surrounding environment was not well developed and cannot build support to accentuate the existence of Maimoon Palace. Especially when the existing condition in Aur neighborhood is quite alarming and the main problems among them are floods, polluted rivers also slums area.

From the writer’s view, there are so many things that can be utilized and developed to support this tourist attraction. Thus, the shortcomings that have been considered as something negatives can be unique and distinctive if they can be handled and appropriately polished. Some of the ideas that the author has vision are to cultivate the real potential by utilizing the river behind the palace as riverfront and introducing a space with various mixed facilities called "Aur Market Place". In the hope that the market place can accommodate a variety of desires and needs of tourists so this area becomes alive and can captivate the interest of the visitors who come. Thus, the writers also tried creating a concept that proposing an idea that can improve the rural settlements and evade bad images of slums as well. In the end, authors expecting that the presence of this Market Place can encourage a variety of further developments by the government and investors, which can provide benefits for the population economy and be a magnet for all ages or groups that can lead interaction for locals and tourists in one place.
2. Method

Aur Market Place is one part of the ideas that were formed when author and teams worked on Final Project Design for Professional Education Program of Architecture at Universitas Sumatera Utara. Where in the process, author re-arranging and making a concept of Aur village in Medan – Indonesia. The area took focus around Istana Maimun (Maimoon Palace) as destination object and densely populated slum area in the Aur region. Which were expected can help to overcome the problems in the region, improving and strengthen the existence of city tourism-in particular as support for Maimoon Palace.

The first stage of the process was in March 2018. Where authors and teams collected preliminary data in the form of regional maps and “Rencana Detail Tata Ruang dan Peraturan Zonasi (RDTR) Pemerintah Kota Medan” or spatial detail plan and zoning regulations of the government of Medan. Through these data, writers and the teams managed to determine the designated area (see Figure 1), and the land use of the region resulting in the proposed idea and concepts which hopefully will be in line with all of the regulations. The next step of the research is to find information and articles relating to Aur and Maimoon through various sources and conducts group discussions regarding issues and problems that occur on the site. Thus, resulting in finding the biggest obstacles in maximizing Maimoon Tourism which are floods, slums area, and lack of supporting facilities. The result made the writer went to “Badan Penanggulangan dan Bencana Daerah (BPBD)” or Regional Disaster Management Agency to obtain all the necessary data of disaster that happens in Aur. One of the newest data acquired from BPBD is the flood-prone maps that can help the design regarding the flood problems. Through these series of activities, the author and the team can finally determine that the area is considered to have potential and a number of opportunities that can be maximized from its existing conditions.

Furthermore, in the same month of March, the author conducted a site visit to observe and cross-check the raw data and its actual conditions on the site. Documenting photos and videos while analyzing the site, interact with residents, some research on literature studies and similar projects as further comparison subjects. Eventually, all the data and analyses that been collected will be processed and become a guideline for authors in developing strategies and concepts that are considered to support and revitalizing the tourism environment around Maimoon Palace.
2.1. Area

Based on the Government Regulation of Medan No. 2 the Year 2015 [3], Maimoon Palace was established as Cultural Tourism of Medan City and along the Deli River behind it comes as nature and creative economy tourism. The aim of the designated area on this project are not only intended to support the main attraction (Maimoon Palace) but also as a connector with the resident of Aur. The author also thinks this area has great potential and prospect to be developed into Historical City Tourism, and also a possibility becomes a continuity to another tourism spot as its location are close to other tourist objects in Medan (See Figure 2).

Through the data and the research that has been obtained. The designated area that the author chose was destined to be an area of tourism, residential, trades, and services by the government. Another essential thing to be noted is the Intensity that approved by the government for utilization, according to the type of building in its area capacity and can be seen in Table 1. However, towards the area of the river, the residential settlement is getting denser, which makes this one of the problems of Aur.

| Table 1. Building Requirements [3] |
|-----------------------------------|
| Maximum Base Coefficient          | 80 % |
| Maximum Building Height           | 13 Floors (51 Meter) |
| Green Area Coefficient            | 20%  |

![Figure 2. Destination Links Between Area and Famous Attraction in Medan.](image-url)
2.2. Issue

The surrounding area around Maimoon Palace has a severe problem with flooding. According to the diagram in the last eight years (2011-2018) from BNPB (see Figure 3) the city of Medan undergo 28 times of flooding and 9 of them are caused by high rainfall and the overflow of deli river. According to actual data obtained from the BPBD (Regional Disaster Management Agency) in monitoring duty on Wednesday 3 January 2018 at 10.24 PM. Aur is a vulnerable area for flooding, and the water level can hit up to 90 – 100 cm from the ground [4]. From the flood map obtained, the author and team process it specifically to known which areas cause the most losses.

![Number Of Disaster In Medan](image)

**Figure 3.** Number of Disaster in Medan (2010-2018). Source: BNPB.go.id (2018)

From the data regarding the number of victims obtained by BPBD (Table 2), the author and team process it into a flood zoning map specifically to known which areas cause the most damage by the floods (see figure 4). As we can see zone 4 (Kampung Aur) is a residential area where the most densely populated and slum settlement, who experienced the most severe flooding by having 170 family members as victims. Then zone 2 by having 58 family which is where our Aur Market Place is proposed to be located in this paper. Moving to Zone 3, also a residential area with slum settlement towards the river and having 50 family members as the victim of the floods. In the end, zone 1 has fewest victims because there is Maimoon Palace located, and there is space that can also act as a buffer area surrounding the palace.

| Zone | Victims (Family) | Location Area          | Causes                                                                 |
|------|------------------|------------------------|------------------------------------------------------------------------|
| 1    | 5                | Jalan Brigjend Katamso |                                                                       |
| 2    | 58               | Jalan Pantai Burung    | Flooding was caused by high rainfall and runoff overflow from upstream.|
| 3    | 50               | Jalan Mantri           |                                                                       |
| 4    | 170              | Jalan Kampung Aur      |                                                                       |
After further investigation and analysis on-site. The cause of the floods in the region does not only come from a natural disaster but also comes from many elements that make this area prone to flood. Based on the local’s confession, every time it rains (although the intensity was small) the river water will overflow, and the highest flood can reach around 2.5 meters. One of the causes is because Deli River is no longer able to accommodate the runoff from upstream such as Berastagi Mountain. The river width also getting smaller due to the amount of plastic waste along the river and the absence of a green belt on riverbanks (at least 15 meters) that can be used as a recharge area is taken by slum residential which its legality still questionable. As a result, this can affect the impression and image branding for tourism in this area. Also, the scene that can be seen would probably shape bad perceptions and affect the comfort of the tourist who comes.
When conducting a site visit, the author found that the access to the river can only be passed through slum resident where the entrance is very narrow, and isolated which can only be reached by foot. Residents also said that the problem arises when the waste cannot be carried by garbage trucks because of the difficulty when accessing the area, so the river eventually becomes a landfill for their waste disposal. Furthermore, residents often use the river for their private daily needs, for example, to do their laundry – when the writer thinks it would be better if the river could be used as one of the points of interest. However, in reality, the existence of the Deli River seemed to be ignored and isolated from the outside world.

Based on the results of several works of literature and surveys, there is quite a view information regarding the characters of the surrounding population. The data shows that there are various ethnic groups inside Kampong Aur such as Batak, Nias, Melayu, Menado, Chinese, and Javanese. The most dominant ethnic group is Minang, and the second in line is Chinese. Moreover, the majority of the jobs in the kampong of Aur that live on the riverbanks are low economic communities that work on small-scale merchants. Positively, the resident seems to have initiatives to develop their area and build some community or organization that help the fellows who share a mutual interest. Another information to be told is that the community also likes to hold events on national days. Such as setting up Climbing Slippery Pole Game on the river (usually during Independence Day), do boat races, and other unique events that can attract tourists to watch. Unfortunately, not many people aware of those events as the difficulty to access and the existence of the river seems to be closed to the outside world.
3. Results and Discussions

3.1. Big Continuity

The main idea to revive Maimoon Tourism in this paper is to create a 3A system known as Attraction, Amenity, and Accessibility. For this reason, the author divides the designated area into several segments to find out more specific problems, site potentials, and zoning recommendations for suitable areas to be developed with the 3A concept. As a result, the big picture was formed and can be proposed to be applied in the hope of continuity (see figure 8).
Figure 8. Segment and Recommendation area.

As shown in figure 8, from the six segments that have been divided, three main zones can be recommended to be repaired and treated to help the attraction of Aur tourism. Area (A) in the picture is the back area of Maimoon Palace which cannot be access to its river because it been blocked by a wall. If the riverfront concept is implemented, this area would have a substantial potential value by new activities that can be built, for example, there could be a park, pedestrian and jogging track along the riverside. Where the park and the pedestrian can be a connector from the area (A) to areas of (B) and (C). Moving to Area (B) is where the main topic of this paper all about, which is the Aur Market Place that will be discussed further as a magnet and the meeting point of the other two areas.
The last segments from the area are (C) which in the author’s idea can be functioned as a residential area. The plan for (C) area is to build affordable vertical housing for those people that have been relocated when the new design concepts being implemented. Other than vertical housing, it might be possible that the area is treated into becoming Kampong Warna Warni (colorful kampong) that can highlight their existence. This idea referred to an actual case in Malang, Indonesia called Kampung Jodipan (see figure 9), where the abandoned slums area changes its identity to become one of tourist attractions by painting their houses façade with bright color and adding various art also murals to attract people.

As a result, all of these areas from (A) – (B) – (C), are related to each other in complex ways. Finally, starting from the zoning of the segments, a master plan was created to illustrate the connection between zones (see figure 10).

Figure 9. Kampung Jodipan as a reference of the colorful kampong.
Source: parstoday.com and travelerstars.com
Figure 10. Masterplan.
The concept of tourism activity will be more developed and appealing if the river is used as a point of interest. The River should be treated appropriately and thus can be done by cleaning up the plastic or any waste, filtration of the river, dredging the river to make it deeper, repairing the riverbanks by disciplining and relocating unlicensed buildings within the radius of 15 meters from the river, making green belts preferable with bamboo plants, and build a wetland buffer. As a result, displayed below are some of the design recommendations of the author riverfront concept.

![Riverfront and Riverbanks Concept](image1.png)

(a)

![Riverfront and Riverbanks Concept](image2.png)

(b)

**Figure 11. Image of Riverfront and Riverbanks Concept**

### 3.2. *Aur Market Place*

Aur market place is an idea that took the focus of this paper. The place in hope as a connector and the booster for the tourism of Aur region. The proposed market is located in Pantai Burung Street with a planned land area of 5130 m² and an area for its ground floor covers around 2770 m². This concept provides a green coefficient of its area at 46%, and it is specially designed as a mixed used-open space
function with four floors (total height is 22 m²), providing different functions at each level. Located in the front of the market is a public park with a straight view of the riverfront of Deli River (see figure 13). With the area of 3500 m², not only facilitating easy access, the park provides some facilities that can create various activities such as jogging track, bicycle rental post, and gazebo or sitting area that can help to attract tourists and locals to explore the area. Again, the track in between the park and the riverfront are connected along the river to an area (A) which is Maimoon Place and area (C) for the residential (see image 12).

![Figure 12. Aur Market Place Site Planning View](image12)

![Figure 13. Front View of Aur Market Place](image13)

This building adapts the formation of stilts house, based on the consideration to prevent floods. The ground floor area or the void created by the stilts can also be used as a parking area. Going up to the second and third floors with the use of the main area of the market place is the commercial area to
provide the needs of the locals and tourists by dividing according to activities. Where the second floor is focused on the Food and Beverages area that is rented to residents to help their economy in line to fulfill the basic needs of the visitor. Meanwhile, the third floor is used as a shopping area with 36 retail slots for local souvenirs and different types of goods. And the fourth floor of Aur Market Place is used as guest house facilities, especially for the tourist. With all of those mixed activities in one place, Aur Market Place is in hope can be a place that can fulfill and satisfy all the needs which cover all shortcomings of the tourism aspect before (see figure 14). And the author dreams that with this idea, The Market Place can be the strength to boost and building up another development around its area and can be a magnet that unites the activities and interactions of tourists and locals in one place.

**Figure 14.** Activity and function on each level.

**Figure 15.** Aur market Place Floor Plans.
The main attraction in this destination is Maimoon Palace and making additional attractions that are not too far away from the main attraction can be a support to creating a tourism idea in exciting ways with one unity. Thus, the author thinks that the main attraction needs amenity and its access. In this paper, the amenity is describing as all supporting facilities that can meet the needs of visitors to a destination. And Aur Market Place is an amenity itself because it has a mix-used function where can provide all the necessities such as commercial, restaurants, residential and entertainment. On the other hand, accessibility means to get to one and the other destinations easily. The access to Maimoon Palace from the main road is quite good. However, access to the nearby designated area is unreachable and quite tricky. Therefore, authors propose to widening and re-defining the plot of the roads, making a riverfront idea by opening road access to the river, treated river borders by adding pedestrian and adding bicycle tracks (see figure 16) that can connect the Maimoon Palace and Aur Market Place to create new activities that can make tourists want to spend and enjoying their time to explore this destination.

![Aur Market Place Scenery](a)

![Aerial View and atmosphere](b)

Figure 16. Aur Market Place Scenery (a); Aerial View and atmosphere (b).
4. Conclusions
Maimoon Tourism has enormous potential and has promising prospects if it can be treated appropriately. Besides being an icon of Medan, another advantage that adds value is its uniqueness, its historical importance, and its strategic location with another historical attraction in Medan. Nevertheless, the big question in making a thriving tourist destination is "what to see-do-buy-arrived and stay." In reality, the author is under the impression that Maimoon Tourism still lacking in various aspects and functions to answer all those questions. According to that, the author figures out an idea of Aur Market Place that can support and complete these deficiencies in a systematic design with a 3A aspect (Attraction, Amenity, and Accessibility). To conclude, the idea of Aur Market Place is not only for supporting the tourist attraction for the Maimun Palace but also can bring new activities in a complexly integrated system so that tourists have the interest to explore the area and spending their time in Aur region. The building is a mixed-used - open space where tourist needs can be fulfilled with the facility in the market place and can stay in guesthouses that can bring interaction between tourists and locals. That, in the end, can lead as an activator for the development of its region.

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