The existence of additional building in Sindangbarang Cultural Village in the disruptive era

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Abstract. Sindangbarang cultural village is a village that is still preserving Sundanese culture. Not many people know the existence of this village therefore through the trend of self portrait spot on social media, Sindangbarang cultural village has created additional buildings as self portrait spot in experiencing the Sundanese atmosphere. The additional buildings are not part of the Sundanese village but their existence reflect the Sundanese appearance. This changing phenomenon is seen as an opportunity in promoting's Sindangbarang cultural village. In understanding the phenomenon, this article aims to explore how far Sundanese appearance exist on the additional buildings in Sindangbarang Cultural Village. The method used in this research is descriptive method. The study shows that additional buildings create changes to the original appearance of Sindangbarang Cultural Village. The result also suggested that in making collaboration between new and heritage context requires collaboration without having it off track from the main purpose of Sindangbarang Cultural Village.

1. Introduction
In the life of 4.0 industrial revolution era, the existence of traditional architecture has rarely been seen in today’s living. One of the examples that is still preserving traditional architecture is Sindangbarang cultural village. It locates in Sindangbarang village that is 5 km from Bogor city. Sindangbarang cultural village is a village preserves Sundanese architecture. It is a reconstruction village based on ancient Bogor poem that was inaugurated in 2007. In order to let more people come to Sindangbarang, there have been changes made in the village by providing self portrait spot on the site as part understanding social media trend. This phenomenon has changed the appearance of Sundanese architecture in Sindangbarang cultural village.

The architecture phenomenon occurs in Sindangbarang cultural village is interesting to be more explored because it interacts architecture and the life of 4.0 industrial revolution era. This topic has not yet being researched because basically research on Sindangbarang based on 3 (three) results:

1.1. The uniqueness of Sundanese culture applied in Sindangbarang cultural village
Explored by Maidar, Simanihuruk [1]. The researches were on visitors’ satisfaction in visiting Sindangbarang cultural village. It shows that one of the reasons visitors satisfied visiting the site was due to the uniqueness of the place that brings up Sundanese culture.
1.2. Marketing communication in promoting Sindangbarang cultural village
Explored by Fadila et al., [2] and Soelistyowati, Rr Dinar. 2018. The researches were on the media that were used to promote Sindangbarang cultural village. One media that is affective to be used as promotion is by using online media.

1.3. Ecological architecture in Sindangbarang cultural village
Explored by Ayudya et al., [3]. The research showed that Sindangbarang cultural village still preserves the nature on its site. Based on these findings, the changing appearance of Sindangbarang cultural village is a mix research between the uniqueness of Sundanese culture and marketing communication promotion in Sindangbarang cultural village. Therefore by exploring this topic, it gives new perspective in doing research in architecture.

In exploring architecture aspect on self portrait spot, it is important to explore the changes on the site and its building form. This exploration can be applied in seeing aspects on self portrait spot influence architectural changes in Sindangbarang cultural village.

2. Methods
In understanding this research, researcher is describing the additional buildings on Sindangbarang cultural village. The description is exploring architectural aspect on how far Sundanese appearance exist on additional buildings. It will be explored through Vitruvius concept on Firmitas, Utilitas, and Venustas.

3. Results and discussion

3.1. Sindangbarang cultural village
Sindangbarang cultural village locates in Bogor in the province of West Java. It is a reconstruction village preserves traditional culture of West Java, Sundanese culture. The preservation occurs in the village consists of tangible and intangible culture. Ceremony is one of intangible culture that is still preserved in the village. Serentaun (harvesting ceremony) is one of ceremonies that is annually held in Sindangbarang cultural village. As for preserving tangible culture, reconstructing traditional Sundanese architecture is one of tangible culture applied in the village.

![Figure 1. Serentaun ceremony in Sindangbarang Cultural Village. (Source:https://www.instagram.com/p/Bse9TzSg-F5/).](image)

Basically, Sundanese village shaped into 3 (three) categories, which are agricultural village, fishing village, and craft village [4]. Based on this category, Sindangbarang cultural village is an agricultural village because the location is on agricultural area. It is shown from figure 2 that Sindangbarang cultural village is surrounded by paddy field.
In Sundanese architecture, the pattern of Sundanese village consist of dozens of houses, open space, worship building, granary, cattle pen, garden, paddy field, and other facilities supporting the settlement [5]. Based on Sundanese village general criteria, Sindangbarang consider as Sundanese village because almost all elements are parts of Sindangbarang cultural village. In this village, there are 2 (two) open spaces (field) that are inner field and outer field. The buildings surrounded the fields. The buildings in Sindangbarang cultural village are Imah Gede (chief’s house), Leuit (granary), Saung Lesung (building for pounding rice), several Imah (house) that were used for management but now are used for visitors, Girang Serat (secretary residence), Saung Talu (art performance hall), Bale riungan (village hall), and Bale tajug (mosque).

Figure 2. Paddy field surrounded Sindangbarang cultural village (Source: https://www.instagram.com/p/B7GMvTPFwh/).

Figure 3. The map of Sindangbarang Cultural Village. (Source: Personal documentation)
3.2. Firmitas, utilitas, and venustas on additional buildings of Sindangbarang Cultural Village

The Era of Disruption is an era that disturbs the establishment of the existing order [6]. One of disruptive era is the Industrial revolusi era of 4.0. This era has been marked as the era of cyber technology, Internet of Things (IoT), exchange of digital data, and cognitive computing [7]. It signifies that today’s living is connected with cyber technology, internet, and exchange of digital data. Internet of Things is one of examples of daily live interaction that can be accessed by many people. Nowadays, most common exploration for internet is the use of social media.

The era of 4.0 has effected all elements of life including in architecture. Culture and architecture always expose themselves to external influences because culture and Architecture are not static and are always changing in parallel with the conditions of life [5].

In Sindangbarang cultural village, the existence of additional buildings appears due to the disruptive era of 4.0 on a new trend of self portrait spot that is explored on social media. The new existence as seen on figure 5 and figure 6.

Figure 4. The buildings and inner field in Sindangbarang Cultural Village.
(Source: Personal documentation)

Figure 5. Before the existence of additional building on inner field.
(Source: https://www.instagram.com/p/Bui_GwcAO-8/)
Based on these phenomenon, it shows that additional buildings have become part of Sindangbarang cultural village. In understanding the new appearance of the place especially the additional buildings, it is explored by using Vitruvius concept that are Firmitas, Utilitas, and Venustas. Firmitas is an understanding to see durability aspect of the building, utilitas is an understanding to see the function of the building, and venustas is an understanding to see aesthetic of the building [8],[9].

Additional buildings that are made in Sindangbarang cultural village is part of new way in promoting the place that are used as self portrait spot for visitor. The additional buildings are made in 2 (two) ways that are permanent and non permanent buildings. The permanent building is a replica of Sundanese kitchen atmosphere. The non-permanent buildings are those that are built based on photo session request such as pre-wed photo, group photo, and many more.

Permanent building in Sindangbarang cultural village locates on inner field of the village. This can be seen on figure 7 and figure 8. From the figures can be said that permanent building is using bamboo as its building material. Purnama stated that Sundanese architecture using bamboo, woven bamboo panels for walls, and roofs closed with leaves [5]. This permanent building is a replica of a Sundanese Kitchen. In Sundanese architecture the kitchen is not built in an outdoor area instead it is in the house [5]. From this exploration can be said that firmitas comes from durability of bamboo material, utilitas is a replica of Sundanese kitchen, and venustas is Sundanese architecture.
Figure 8. Visitor taking Self Portrait on Permanent Building.
(Source:https://www.instagram.com/p/B8ghzOBleqR/, https://www.instagram.com/p/B7Vi4CjFVGD/)

Non permanent building in Sindangbarang cultural village locates in an uncertain spot as long as there is availability of free space on Sindangbarang cultural village area. The existence of this building can be seen on figure 9. From the figure can be said that non permanent building is using bamboo as its building material. This non permanent building is used as a background of photo shoot that completes the theme of Sundanese atmosphere. From this exploration can be said that firmitas of the building is bamboo material, utilitas of the building as a photo shoot background, and venustas of the building is Sundanese architecture.

Figure 9. Visitor taking self portrait on non permanent building.
(Source:https://www.instagram.com/p/B0YwF0ZF7BP/)

Based on the exploration of the additional building on Sindangbarang cultural village can be traced firmitas, utilitas, and venustas of the building. Generally, firmitas of the buildings are using bamboo, utilitas of the buildings vary depend on the purpose of visitor request, and venustas of the building is based on Sundanese architecture.

4. Conclusion
Visitors are interested to come to Sindabarang cultural village because the place gives different atmosphere than other places in Bogor area. The place brings up Sundanese architecture that is still applying Sundanese architecture. Nowadays, development of Sindangbarang cultural village is influenced by self-portrait spot that is booming on social media.

Sindangbarang cultural village develop its existence by adding new buildings that are used as self-portrait spot for visitor to experience Sundanese atmosphere. The additional buildings consist of permanent and non-permanent building. The changes of building that is still preserving Sundanese architecture can be traced by using Vitruvius concept which are firmitas, utilitas, and venustas.

Phenomenon in Sindangbarang cultural village shows that collaboration between preserving traditional architecture and welcoming industrial era of 4.0 is important in order to survive. The ignorance of changes in the society will make cultural village keep fading away of its existence. Therefore, it is important having collaboration with external factors. Collaboration in Sindangbarang cultural village is unique because it is still preserving traditional Sindangbarang culture but at the same time welcoming external factors on its development.
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