

REGIONAL TOURISM OBJECT DEVELOPMENT POLICY OLD SEMARANG CITY

Sumarmo, University of 17 August 1945 Semarang, Indonesia

PUBLIC POLICY INTERNATIONAL CONFERENCE (PPIC)

**Shaping Indonesia's Future: Empowering Human Resources to Create
Quality Public Policies and Welcoming All Parties**

UNTAG Semarang, Indonesia

ABSTRACT

The Old Semarang City area, a historic area, has a variety of cultural heritages from the Dutch heritage and buildings that still stand strong today, including the GPIB Immanuel Church (Blenduk Church), Tawang Station, Berok Bridge, Marabunta Building, Factory building. This area used to be a place to live for the Dutch, Chinese and other Europeans who had their main activities as traders. The problems in this study are: What is the policy for developing tourism objects in the Old Semarang City area? (2) What are the factors that support and hinder the policy of developing tourism objects in the Old Semarang City area? This study uses a qualitative method. The data analysis technique used is data reduction, data presentation and conclusion drawing. The results of this study are: (1) The implementation of tourism development in the city of Semarang has been going well but has not been maximized, this can be realized in increasing the appreciation of traditional cultural arts to improve the welfare of the community. (2) Supporting factors in the development of the Old City area of Semarang are the existence of a clear legal umbrella, namely Regional Regulation Number 8 of 2003 concerning the RTBL of the Old City of Semarang, the relationship between organizations that support each other is good and the budget sources that support the implementation of the revitalization policy of the Old City of Semarang. The factors that hinder the community include social problems

from around the Old City of Semarang which reject the revitalization process, as well as private ownership of buildings, where the owner is still hesitant to deal with BPK2L to maintain the building. And the Inhibiting Factors in the management of the Old City Area, the participation of the community that is accommodated in the BPK2L (Old City Area Management Agency) has not been able to be carried out properly and does not receive government support in carrying out these tasks.

Keywords: Policy, Development, Tourism.

Introduction

- ❖ The city of Semarang is very strategically located, providing a very important opportunity for the development of tourism activities. The patterns of tourism development are also in line with the Master Plan for City Tourism Development (RIPARKOT), which in its internal strategy is in the form of optimizing tourism potential for regional investment. Optimizing the role of the main service cities, has become the focus of development in accordance with the RIPARKOT of Semarang City.
- ❖ The Old Semarang City area has a unique and beautiful atmosphere of high buildings with European architecture that is rarely found in other cities. It has fifty ancient and historic buildings located in the Old Semarang City area, so that buildings that need to be indirectly conserved have been assessed as having potential tourist attractions. The government itself already has several programs to revitalize the Old Semarang City Area (KKLS), namely the plan to develop the occupancy rate as outlined in the program to reactivate the building, namely: ancient buildings that have been or have the potential for settlements, and the construction of housing facilities from demolished buildings with designs new that old context.



FORMULATION OF THE PROBLEM

- ❖ What is the policy for developing tourism objects in the Old Semarang City area?
- ❖ What are the factors that support and hinder the policy of developing tourism objects in the Old Semarang City area?



Research purposes

- ❖ Describe and analyze the policy of developing tourism objects in the Old Semarang City area.
- ❖ Describe and analyze the supporting factors and policy enghabat development of tourism objects in the Old Semarang City area.



RESEARCH METHODS

- ❖ Qualitative research methods. The analysis technique used is data reduction, data presentation and conclusion drawing.



RESULTS AND DISCUSSION

Policy for the Development of Tourism Objects in the Old City of Semarang

- ❖ Synergize Government, Private and Community Cooperation for the development of creative activities that are in line with conservation efforts.
- ❖ Synchronizing and accelerating technical programs for the preservation and development of the Semarang Old Town Area with its supporting and development areas.
- ❖ Integrating the existence of heritage assets with creative economic activities and tourism (special interest).
- ❖ Taking advantage of positive community trends in conservation efforts to minimize short-term economic considerations
- ❖ Increase community knowledge and understanding regarding the understanding of important and authentic heritage assets



RESULTS AND DISCUSSION

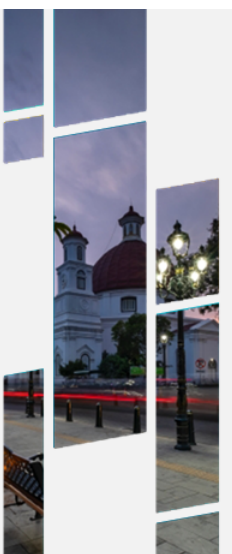
Policy for the Development of Tourism Objects in the Old City of Semarang:

- ❖ Community involvement in efforts to preserve, protect and utilize cultural heritage objects
- ❖ Optimizing the use of digital and non-digital technology as a medium of information and promotion and education about the Semarang Old Town Area (KKLS)
- ❖ Enriching arts and cultural events as a sustainable promotion media.
- ❖ Strengthening the role of universities and teams of cultural heritage experts to educate the public and economic actors



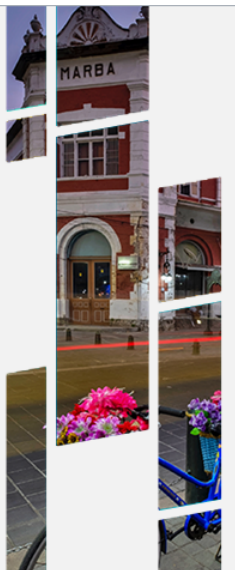
SUPPORTING FACTORS

- ❖ The supporting factor in the development of the Kota Lama area of Semarang is the existence of a clear legal umbrella, namely Perda No. 2 of 2020 concerning the RTBL for the Semarang Old City Site, the relationship between organizations that work well together and budget sources that support the implementation of the Semarang Old Town revitalization policy.
- ❖ In the development (revitalization) of the old City Area, the Semarang City Government received support from the Central Government through the Ministry of PUPR.
- ❖ As for further management, synergy is carried out between the Semarang City Government through the OPD related to BPK2L. In fact, a budget has been prepared through the Semarang City Regional Budget to manage the area.



OBSTACLE FACTOR

- ❖ The inhibiting factors include social problems from the community around the Old City of Semarang who reject the revitalization process, as well as private building ownership, where the owner is still hesitant to cooperate with the Semarang City Government and BPK2L to maintain the building.
- ❖ There are still many building owners who do not understand how to manage cultural heritage buildings. Whether it's from traffic management, vibration, sound, as well as in carrying out development / revitalization of course it is necessary to pay attention to regulations related to cultural heritage management.
- ❖ People as tourists also do not understand and appreciate the old city area as a tourist attraction with cultural heritage status. The culture of living clean, not littering is still widely found, especially when there are many visitors. Arbitrary treatment of buildings, for example climbing for selfies is a form that many people do not appreciate or do not understand how to maintain and care for cultural heritage buildings.



CONCLUSION

- ❖ In an effort to develop tourism in the city of Semarang, it can be concluded that it has been going well but has not been maximized in several strategies. The strategies that have been successful include increasing the appreciation of traditional arts and culture to improve the welfare of the community and in increasing the professionalism of the City of Semarang. The implementation of the tourism object development strategy in the Kota Lama Semarang area is in accordance with the regulations given by the Government.

