

## Revitalization of Ampenan Old City as a Leading Tourist Attraction in Mataram City

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### ABSTRACT

Ampenan Old City was once a City and port that was built by the Dutch in 1924 to balance the kingdom of Bali, where Ampenan was the center of Dutch trade and economy in the 1948-1950s. The Ampenan area has been deserted since the port was moved to sheets in the 1980s. At present, the Ampenan Old City is not as active as it used to be and has a dirty, neglected. The local government has made a revitalization effort to revive the Ampenan Old City, but the efforts made by the government have not been able to revive the Ampenan Old City and make it a historical tourism area in Mataram City. The aspects studied were limited to the physical, functional, environmental and socio-economic aspects of the Ampenan Old City area. The research method used is descriptive qualitative method. Primary data were obtained by locar residents imterview andeksisting building observations.

**Keywords:** Revitalization, Old City, Historical Tourism, Ampenan.

Date Of Submission: 03-01-2020

Date Of Acceptance: 18-01-2020

### I. INTRODUCTION



**Figure 1.** Ampenan Harbor

This Ampenan was once a City and Port Fleet which was built by the Dutch in 1924 to compensate for the era in Bali, where Ampenan was the center of Dutch trade and economy in the 1948-1950s. Ampenan is also one of the port cities of the Netherlands to trade in spices and crops. In the 1980s, the port was moved to Sheet so that trade and economy in Ampenan declined and people moved to areas with more potential to make a living.

Ampenan Old City is a region that is unique in terms of history. It can be seen from the architectural buildings that exist along the corridors of the Ampenan Old Town area, Chinese temples

and mosques from ancient times as well as the remnants of Dutch heritage piers that were once used as trading ports. Under the Regional Spatial Planning (RTRW) regulations, Ampenan has land use as a cultural and strategic conservation area. From these regulations it can be seen that the Ampenan area is a historic area that must be preserved, and revived without having to change the original condition of the Ampenan area itself.

In 2013, the Ampenan Old City became one of 43 cities that entered the Indonesian Heritage City Network (JKPI) and in 2016 UNESCO established the Ampenan Old City as a cluster B category heritage city, so the Mataram City government hopes that it can make the City Ampenan is increasingly recognized by the world and can be a leading tourist attraction. The City Government of Mataram is also committed to preserving heritage and culture through regulations and organizing the city without changing the original form of the building. The steps that have been taken by the Mataram City Government are a comparative study to France, because France is a country that has historical appeal and develops the pearl, cukli, brass and other industries, then religious tourism (Van Ham's Tomb) and halal tourism.

The problem is the condition of the Ampenan Old City area which was once a

commercial area, now it is no longer as active as before, giving the impression of being lonely, shabby and unkempt . In addition, the potential of the Ampenan Old City area as an area that has historical and cultural heritage is less processed by the government to become a leading tourist

## II. LITERATURE

According to Mentari Public Works Regulation no. 18 of 2010 concerning Guidelines for Regional Revitalization. Revitalization is an effort to increase the value of land or area through redevelopment in an area that can improve the function of the previous area (article 1 paragraph 1). An area is an area that has the main function of protection or cultivation (article 1, paragraph 4). Laretna (2003), divides the revitalization activities into 3 parts, namely: (1) Concept , is to revive a place that has potential assets in the form of natural and cultural heritage or cultural landscape ( cultural landscape), as one of the preservation efforts; (2) Objectives , realizing the vitality of the region both in socio- cultural, economic and infrastructure conditions, supporting utilities, renovation or other developments until the achievement of conservation goals; (3) Objects , forms of activities and related parties are no different from conservation. Revitalization, in principle, does not only concern the conservation of buildings and spaces of historic areas, but rather efforts to restore or revive areas in a City context that is not functioning or declining to function again , or reorganizing and further developing developing Regions . very fast but the conditions tend to be out of control.

The stages of revitalization so that an area has a high Socio-Economic value are (1) Physical Intervention , Physical intervention starts the revitalization physical activity and is carried out in stages, covering the improvement and improvement of the quality and physical condition

## III. METHODOLOGY



**Figure 2 .** Research sites

The research location is in the main corridor of the Ampenan Old Town Area, from entering the Ampenan Old Town Gate to the

attraction in the City of Mataram in terms of historical and cultural aspects. So the purpose of this research is how to revitalize the right for the Old City of Ampenan to be based on literature studies and best practices in the world.

of the building, green layout, connecting system, sign system / regional billboards and open spaces; (2) Economic Rehabilitation , Revitalization that begins with the process of rejuvenation of urban artifacts must support the process of rehabilitation of economic activities; (3) Social / Institutional Revitalization , the success of the Revitalization of an area will be measured if it is able to create an attractive environment.

Based on the best practices in the world, it can be concluded that the way these countries in revitalizing the Old City in their territories, if divided into 4 important aspects, are (1) Physical Aspects, things done by the government ie mostly by repairing damage to buildings, but does not change its original form. There are also those who beautify by giving a touch of bright paint to make it interesting, and if there are buildings that have been completely destroyed, destruction will be done and the remaining material used to repair other buildings; (2) Functional Aspects, some of the initial functions that are still relevant to the current environment will be maintained, but many will also be converted into government offices, museums or multipurpose buildings, adjusted to the needs and the surrounding environment; (3) Environmental aspects, the old city area in the world is mostly supported by adequate pedestrian ways, then the atmosphere of the environment with the authenticity of architecture that is still thick and performed several times to enliven the atmosphere of the old city environment; (4) Socio-Economic aspects, there are several functions as the center of government, economy (banks), and trade.

Ampenan Beach which is precisely along the Customs Road, Ampenan.

### 2.) Method

The method used is a descriptive method with a qualitative approach, the research method has the main characteristic of focusing on the current problem and describing the state of the problem being studied based on the actual situation. With the research sample, buildings with a minimum age requirement of 50 years and still have the original shape.

Primary data obtained by direct observation to the field and also interviews with building owners. After that, the data is grouped into 4 aspects of research, namely physical, functional, environmental and socio-economic aspects. After

grouping, it is assessed based on revitalization theory and studies of world best practices. After the assessment, it will be known how the right way to revitalize the Ampenan Old City as a historical tourist attraction in the city of Mataram.

#### IV. ANALYSIS AND RESULT

The analysis conducted in this study focused on 4 aspects, namely (1) physical aspects; (2) function aspects; (3) environmental aspects; and (4) socio-economic aspects in the Ampenan Old Town. These four aspects become the basis of revitalization carried out in the region.

##### 1.) Physical aspects



Figure 3. Buildings in the Ampenan Old City

The physical condition of the buildings in the Ampenan Old Town Area 90% is still in its original condition without any changes to the facade. However, there are some buildings that were destroyed due to natural disasters (2018 earthquake), fires and the condition of the structure of the roof which has been weathered. The condition of the untreated building is mostly due to the building being uninhabited, most of the owners have moved out of town so the old building was abandoned.



Figure 4. Buildings Damaged by Earthquakes

To keep the building maintained its authenticity, the government can take further actions to manage buildings that have been damaged or uninhabited, so that the government

can participate in maintaining and repairing these buildings, as has been done in the City. Old in other parts of the world. In addition, for buildings that are still inhabited by their owners, the government can invite the building owner's cooperation to maintain the building's authenticity, by issuing written regulations regarding restrictions on repairs to buildings along the corridor of the customs road.

##### 2.) Functional Aspects



Figure 5. Types of Building Functions in the Ampenan Old Town

The function of the buildings along the corridor of the Customs Road varies. There are homes, shops, hotels, places of worship and warehouses. Where housing is a function that is most abundant in the region, namely the second order and café shops or places to eat, three warehouses and s i sanya is a place of worship, hotels, and offices.

The building aspect here is crucial for the sustainability of the revitalization of the Ampenan Old Town, because the function of this area will later revive the Ampenan Old City. If you look at the Old City in another country, the government will manage the function of the old buildings, namely by maintaining the existing function or changing the function of the building in accordance with the objectives of the Old City. if the Old City is intended for a central government, then the old buildings are converted into government offices, multipurpose buildings, state banks and others. If it is intended for tourist areas, then it is dominated by museums, multipurpose buildings, shops or cafes and the square as a complement.

The Old City of Ampenan is intended as a historical tourist attraction, therefore the government can work together with building owners in this area or take ownership of the building and be managed by the government so that it can be focused as a historical tourism area as a whole. Dominated by public spaces (museums, shops, cafes, hotels, etc.) not dominated by private spaces (dwellings), so that this area can come back to life and have the impact of sustainable revitalization later.

### 3.) Environmental aspects



**Figure 6.** Ampenan Beach

Environmental conditions in the Ampenan Old City tend to be quiet in the morning until noon, and become crowded when entering the evening. This is because, many visitors come to Ampenan Beach which is located at the end of Customs Street to enjoy local cuisine while watching the sunset. In the morning until the afternoon, the area that is crowded by visitors or motorists is the area located around the Customs Road, because the area is a commercial area that has operational hours from morning to evening.



**Figure 7.** Existing Pedestrian

The condition of the pedestrian lane in the Ampenan Old Town area is inadequate and well maintained. Because many roads have been damaged, pathways are not continuous (cut trees or electricity poles), paving blocks that have been uneven, and other things that cause pedestrian path conditions become uncomfortable for use by pedestrians, especially for the disabled.

In other Old Towns, the conditions of the pedestrian path are adequate so that people feel safe and comfortable walking in the Old Town area. The Old Town area is designed in such a way as the pedestrian path, with the note that no vehicles may enter the Old Town area, where parking has been provided by the government.

This can be used as an example for the city of Mataram, to improve the pedestrian lane in

accordance with the standards of a pedestrian lane that is suitable for pedestrian comfort. In addition, with a good pedestrian, it can also be used to create an outdoor café or to hold a special annual time event so that the atmosphere of the Ampenan Old City environment remains alive, from morning to night. In addition, the Ampenan Beach area can be enhanced by the existence of a square, so that people can enjoy the beach and also the plaza in which there is a variety of entertainment.

### 4.) Socio-Economic Aspects

This area is dominated by entrepreneurs, where the trade function is still felt in this area, but it was not as busy as before when the Ampenan Harbor was still active. The economy in this region can revive if commerce is revived as before when the port was still active.

The way to do this is by encouraging traders in the region to maintain the originality of their merchandise, but also to adapt to today. New innovations that are adapted to the present while still bringing the authenticity of its products. As in the culinary field there are Lombok pancakes, soto sasak, legendary yellow rice and also typical chicken noodles and some coffee shops. Then in the aspect of crafts, pearl craftsmen, pottery and weaving were brought in, to complement the market needs in the region.

Trade arrangements in this region must be carefully considered by the government and related parties, because it is a vital aspect that can indirectly affect the Ampenan Old Town area into a complex and long-lasting and sustainable tourism area.

## V. CONCLUSION

The conclusion is, when viewed from the four aspects (physical, functional, environmental and socio-economic), the role of government is needed in conducting this revitalization. Revitalization steps must be precise, conceptualized and right on target.

On the physical aspect, maintenance and repairs are carried out on buildings that are not maintained. Making this area look beautiful in terms of the physical building, so that spoil the eyes of visitors. In addition, the government must issue written regulations regarding changes that can be made to buildings along the Customs Road corridor.

In the aspect of function, the function that must be dominant is the public function, which includes museums, shops, cafes, multipurpose buildings, hotels and so on. So that visitors have more choice of destinations when visiting the Ampenan Old Town Area.

On the environmental aspect, improvement of the pedestrian path is necessary and vehicles are prohibited from entering the Customs Road. Later certain parking lots will be provided. The addition of the square or plaza on the Ampenan beach can also be used to support the continuity between the Old City and the former Ampenan Beach pier.

In the socio-economic aspect, in order to revive the economy in this region, good cooperation between the government and the people involved is needed, by cultivating creativity in trade and also an annual event in this area, so that people want to continue returning to the Ampenan Old Town Area.

#### **GENERAL ARTICLES**

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Shafrinayurike Retrianti "Revitalization of Ampenan Old City as a Leading Tourist Attraction in Mataram City" *International Journal of Engineering Research and Applications (IJERA)*, vol.10(01), 2020, pp 60-64.