

Design Approach for The Revitalization of The Cultural Heritage Johar Market Area

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Abstract. Johar Market and surrounding area as historical value suffered decaying process during the economic growth of that area. The mismanagement and uncontrolled growth caused high density of stall, break in public spaces such as roads and open spaces (aloon aloon). The Johar Market fired in 2015 Based on this tragedy, the Semarang City Government revitalized Johar Market also the surrounding area as a modern economic center that still adheres to the principle of preserving cultural heritage. Pasar Johar experienced a major fire that not only damaged the market building, but also the surrounding area. This article is part of the results of research conducted for Masterplan for the Revitalization of the Johar Cultural Heritage Area in 2016 that initiated by the Semarang City Planning Agency. Revitalization process include analysis of reorganizing the original imaginary axis between Johar and the Great Mosque Kauman. Another axis between former Regent House and the Dutch Government. Rebuilt the open space aloon aloon as public space, and revitalizing the community kampong around the area. The benefits of this plan should be give positive impact for the public community, the merchants, and Semarang as the valuable historical part of the city.

Keywords: revitalization, imaginary axis, Johar

1. Introduction

Historical areas are generally located in the city center so they have the opportunity to develop. In adjacent areas, for example the Old City Area of Semarang, the corridors as Pemuda street, Gajah Mada street, and the Simpang Lima area were developed into trade centers of Semarang. Over the

decades, there has also been a decline in the physical quality of the area which has led to a decline in investment interest in the area.

This problem also occurred in the Javanese government area in Semarang called Kanjengan (Pendopo Kabupaten Semarang) which contained a mosque, public square (aloon-aloon) and prison building, which then received intervention from the Dutch colonial government. The market building was dismantled and replaced with a Main Market called Pasar Johar in 1933-1939. The center of the Javanese government changed to a Municipality centered at the City Hall. The role of economic development in a historical area that ignores the historical significance of the area.

Johar developed into a trading center, so that traders who wanted to sell also increased, exceeding the building's capacity, so that traders began to sell outside the building. To meet the need for trading space, a new market building was built at the expense of the aloon-aloon area. The problem of over capacity was uncontrolled, and there was no effort to maintain the building, so that this area became dense and slum, the aloon-aloon is lost, slum and loses its identity.[1]

Until one day in 2015, Pasar Johar and the surrounding area fired. Based on this tragedy, the Semarang City Government revitalized Johar Market as a modern economic center that still adheres to the principle of preserving historical and cultural area. In the Antarksa research, the definition of preservation used is preservation as an effort to preserve and protect historical buildings that aim to understand the past and enrich the present, so that it is beneficial for the development of the city and future generations through the application of various preservation methods. [2]

2. Methods

The research is a qualitative research that is descriptive prescriptive. In qualitative research, the process and meaning are more emphasized in the research. The descriptive method places researchers to conduct detailed research on something, to obtain a systematic, factual, and accurate picture of the situation or event, explain the relationship between phenomena, and obtain the meaning and implications of a problem to be solved.

Descriptive research is used to understand the potential and socio-cultural character of the community in the research area, through identification activities on aspects of economic, social and cultural sustainability, and history that focus on identifying spatial patterns, building shapes and masses, orientation and circulation networks in the past. The results are needed to compile design criteria and design concepts that are appropriate to be developed at the location. Architectural conservation relies on a thorough study of the building as it is, followed by the analytical studies needed to make a proper diagnosis of the damage to the building and the causes of the damage. In this case the architect acts like a doctor in making the diagnosis and treatment.

3. Result and Discussion

3.1 Johar Market Historical Background

Start on activities in Semarang in 1860 during the colonialization era when some merchants crowded on the eastern part of the city public space (aloon aloon) and that area surrounded with the "Johar" trees. That place also become the waiting area for the prisoners guest nearby. The prison building is located to the east of the aloon-aloon, and demolished in 1931 and moved to the remote area. As from the space availability, the Dutch Government planned to built a City Central Market by integrating 5 existing markets surrounding area: Pdamaran market, Johar market, Beteng market, Jurnatan market and Pekojan market. The area of Johar and its surrounding was 5.15 Ha. [3]

The Johar Market plan was realized on 1933 designed by Thomas Karsten, by introducing the column design "mushroom" type which as structural innovation intelligence at that time, removing beam to get financial efficiency. The market construction design improved until 1936 to become

Central City Market. In the 50's, The Johar Market known as the biggest and the most beautiful market in South East Asia. Additional perimeter wall built in 1960, but then demolished because it gave a negative effect on air circulation and the building aesthetic. In May 2015, the Johar market burned out. The fire also destroys the Yaik Market which close to Johar. That Yaik market built in the origin aloon aloon in 1968.

3.2. The Conservation Area

Community growth supported the economic growth of Johar Market. In the planned area, some of historical communities are the Kauman (Arabic community), Pekojan (Chinese community), Sumeneban/Pedamaran (Javanese community) close to the Johar. The communities used to relocated from Bergota hill and the chinese community since 1400's.

The Kauman kampong, to the West from Johar, was the important communities for the Johar growth. It lived moslem monks from 1695 around The Great Mosque. The chinese rebellion caused the mosque and lodge was fired and the city mosque rebuilt in 1741-1749 called the Great Mosque Kauman.

The Pedamaran kampong, to the east from Johar, was an old community to the west from Johar, was an ancient community that name related to the Monk named "Damar" who introduced Islam in the ancient time. The Sumeneban kampong used to be a community from Semeneb (East Java) and then blended with the local community. The Chinese kampong to the Southeast from Johar area, was concentrating camp created by the Dutch Government after the chinese rebellion on 1742. At that time the access to the chinese kampong guarded strictly. Based on the 1880 and 1909 maps, we can see that Kauman kampong developed from the linear form, assumed semi permanent housings. At the same time, Sumeneban and Chinese kampong have a grid pattern and built permanent with bricks.

3.3. The Value of Area

The Johar Market gives economic significance to the economic vitality and physical transformation since the first operated. Market activities become important part of cultural value related with the surrounding community (The Arabic and Chinese). The market activities can observe the relation with surrounding area. The Johar Market and Arabic (Kauman) area, the Chinese community, and the Bojong (Dutch) corridor area become an integrated mutualism each other. Base on that reason, the revitalization project could not only focused on the Johar Market building only, but it is important to integrate with the surrounding Old City. [4]

3.3.1 Johar Market activities and the impact to the Structural Transform and Morphological Area

Domination of Johar Market activities gives influence transform to the structural and morphological of the original area. The market growth change the public space (aloon aloon), the Pendopo and Regent House (Kanjengan). The public space become Yaik Market, and The Regent House area become Kanjengan Stores. And also the North part of the Aloon aloon become commercial area after independence era, causing the lost of Aloon aloon function and The Regent House complex.

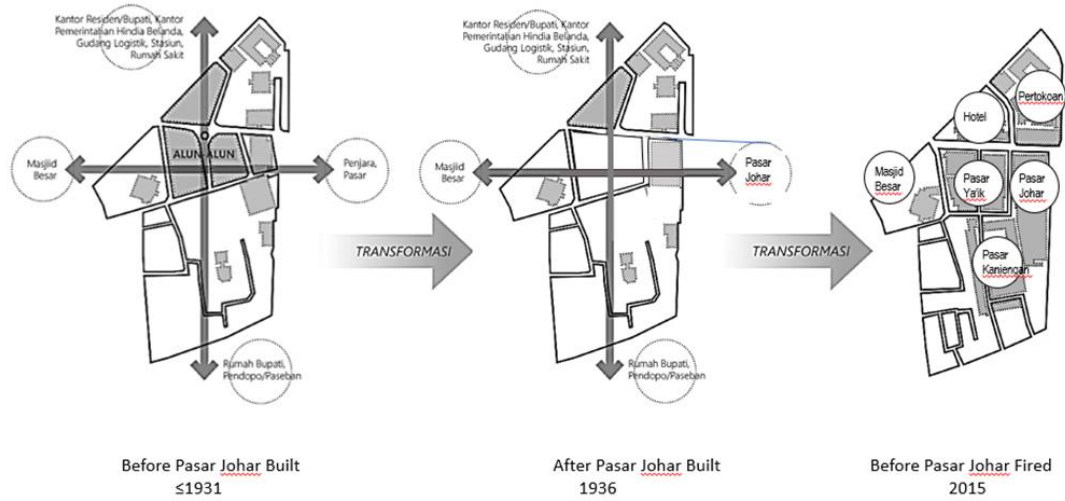


Figure 1. The Original Axis And Decaying Of Axis
 Source : DED Final Report [4]

3.3.2 Johar Market activities and the impact to the Shifting of the Value and Status Area.

The market activities domination give influence to the shifting of the value and status, which used to be more “formal” as governmental centre and “sacrificed” as worship. Then become more “public” and more “non formal” as the important commercial centre in the Cetral Java. The only formal legacy existed was only the Kauman Mosque. The trading activities also shifting the social community status.

3.3.3 Johar Market and The Arabic (Kauman) cultural Tradition impact

The Johar Market gives important relation with an annual cultural festival to welcome Ramadhan, called “Dugderan”. This Dugderan have a close relation with Kauman Community and the moslem culture at the end of 19th century. That tradition created by Semarang Regent Raden Mas Tumenggung Aryo Purboningrat. That festival including night market in Johar, Aloun aloun and Kauman Mosque.

3.3.4 Johar Market Activities and the Heritage Conservation Issues

The economic vitality for years did not give positive impact to the physical and environmental conservation until the burned accident in 2015. The bad management and response to the economic boom gave the destruction effect to the historical building. That condition make worse by the uncared from the onwner, Government Agency, so the artefact become diluted neglected and abandoned. The lack of public infrastructure and public facilities management gave the impact on quality degradation of that area. The problem on garbage management, drainage, electricity web, water quality of the Berok river, was some of the important aspects to improve

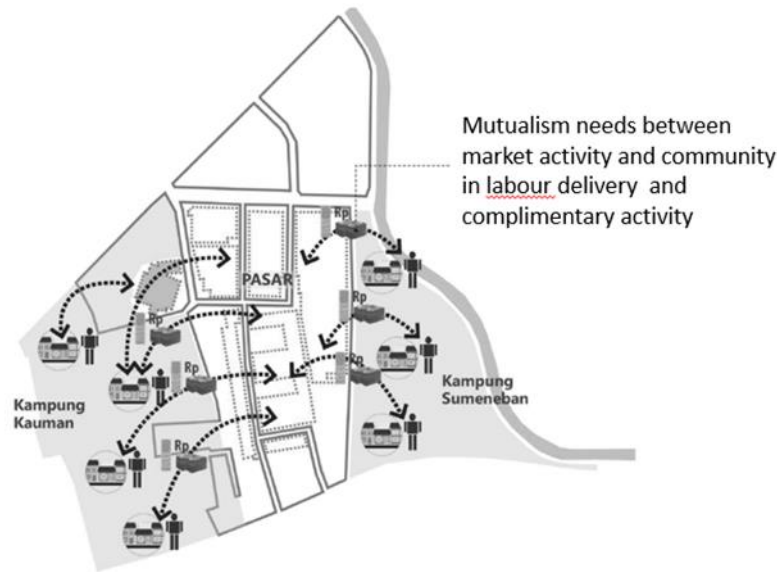


Figure 2: Economic Mutualism Between Market And The Community
Source : Author

3.3.5 The Success Impact of Johar Revitalization could become a catalyst for the Surrounding Area Revitalization Effort

The success of Johar Revitalization will improve the land value and property investment. This situation will increase revitalization efforts to the surrounding areas in the old cities. And it can become a good precedence for the Government and Communities to develop program and city vision.

3.3.6 The Market Activities and Socio Economic Community.

The economic vitality of the market activity before the fire, give an important income for the community surrounding area. Many people in surrounding area including Sumeneban and Kauman work in Johar. The market activities also create complementary service jobs for example: Parking, childcare for the market seller, lodging, ware rental, labourer, scavengers, etc. After the 2015 fire and market relocated to the remote area, gave the significant impact to that jobs and also economic declining of the surrounding shops.

3.3.7. Cultural Significance of Johar Area

Based on The Ministry of Public Works and Housing Regulation No. 01/PRT/M/2015 about Preservation of Heritage Building, it stated that: The Conservation Criteria includes: (1) the existence of heritage building; and (2) the value of heritage building. The existence of heritage building should be assured as unique resources culturally, scarce, and nor renewed.

The value condition of the heritage building should assure the important value of architecture style, building techniques, historical, science, education, religion, and/or cultural and also have a cultural value for the nation character building. [4]

The revitalization criteria consists of several regulational aspects such as: architecture; structure; utilities ; accesibilities; and the existence and cultural heritage value. That regulation also described some criteria to be stated as the heritage building:

1. Criteria 1: have an age up to 50 (fifty) years
2. Criteria 2: represented style up to 50 (fifty) years
3. Criteria 3: have a special historical value, science, education, religion, and/or cultural.
4. Criteria 4: have a cultural value to strengthen nation character.

The historical value means relation with incidencies, people (including the architect), historical activities, or an important location in the history. The scientific value comes from importance data,

scarcity, quality or the representativeness. The special value for the education means the ability to support science through the important information, as a case study, or learning media for the specific aspect, or as a place to support an education activities. The religion/cultural value means how that building/area contributes to the cultural development, or develop emotional unity in the community.

3.3.8 The Analysis of Heritage value of Johar area

A. The Johar market finished in 1939 means more than 80 years age.

The context of second decade of 20th century when Karsten start to develop city market design, was a mature step of designing tropical building “Oost Indische”. The application of tropical design in the early Modernism Era movement placed in the issues selected and chosed to act. By the socio political vision and awareness on the health and local community culture, Karsten develop a healthy, comfort, and integrated with local culture. Another influencing factor was the communication between the Netherlands modern architects with Frank Lloyd Wright (American architect). While Karsten travelled to the Netherland through US. As a coincidence, the Wright design, John Wax administrative building, stated very similar with Johar Market build in the same time in 1936-1939. The Johar market also representavieness of new style of Indonesian architecture “New Indisch.”



1. Mushroom column 2. Lantern roof 3. Johar Façade

Figure3: The Architectural Value of Johar Market
Source : Author

3.4.2. Johar Market also related with the development history growth of city.

Semarang centre as trading city with Karsten as the main architect at that era. Johat market also the only market built by the limited budget and persistence of time. It also describe some problem solutions: natural ventilation, zoning, environmental sanitation, storage system, anthropometric design, etc. The human base considerations on transportation system in and out area (but mismanaged when operated). Design approach (collaboration between architect – engineer) and also design development by doing some experiments. Johar Market also give an example of wide span construction without any beam, and a good example of good hygiene management design. Johar performance also give a good image for any people live with (common or professionals). Johar become engineering reference as a wide span sophisticated building and wrote Ensiklopedia Americana (1970’s) as a most beautiful market in Far East.

3.4.3. Johar market was interaction space managed by the Local Government (Municipal).

Based on significany criteria based on Ministry of Public Work and Housing No. 01/PRT/M/2015, Johar market should be considered as Heritage Building A Type.

3.5. Planning Vision and Mission

Planning vision on Johar area as the public space (aloon aloon), shopping attractions, and Semarang culture base on traditional market activities and creating comfortable walking path for the visitors. Johar area as an shopping destination integrated with traditional market and the local culture. The area should develop to create a comfortable space experience for the visitors by walking.

3.5.1. The Mission of area development

The mission of Johar area development as a cultural and historical area are :

- Growing back traditional market activities in the area Kauman - Johar.
- Stimulating investment climate, tourism activities, and also improve human settlements.
- Creating new activities and tourism destination by visitors walking around easy and enjoy.
- Optimizing architecture value of the old Johar market, and also tradition, economic, social value (Kauman and Sumeneban) as a specific tourism destination.
- Stimulating transit base tourism destination, by the integrated transfer mode, through creating enjoyable and integrated walking pedestrians..
- Prioritizing this Johar area revitalization program as the important tourism sustainable development program

3.5.2. Planning Principle

The planning principle to the area are: (1) universal design; (2) developing without evict; (3) development orientation to the historic conservation objects, transit activities, and visitors movement; (4) time and space sharring between the economic activities and motor cars.

3.5.3. Planning Strategies

Below are some strategies to support the success of revitalization program:

- Established Spesific Organization to manage the planning, design, developing, and management (estate management). This Organization consist of Public-Privat professionals members, and respond to the Municipal.
- Produce regulations to create any activities: conservations, revitalizations, land transfer, land intensity, Transfer of Development Rights (TDR) and optimally control the development area
- Compiling programs and long term activities framework for conservation issue (including revitalization scheme).
- Documenting and data collecting for the historical building assets, land, and economic activities (formal and informal)
- Improve and develop the main infrastructure (road, drainage channel, water waste, clean water, electricity, Semarang river nearby).
- Integrating area development plan with development scenario of public transport system.
- Dividing conservation area into some development zone, to create various space experience and some potential tourism features .
- Redistribution and rezoning the stall (units, location, legal aspects) of Traditional market after relocation
- Minimalizing the conflict potency between motor cycle and walking pedestrians, by redirecting scheme for motorcycle and car.
- Developing new access for pedestrians, integrated with destinations objects.
- Optimizing the space Semarang riverside as attractive features.
- Increase intensity scheme and land consolidation scheme.
- Critical reconstruction approach to re strengthen morphological area, which have an important value on education and historical, image of the ity.
- Organize the temporary or informal in the public area
- Organize city elements to create the comfortable micro climate.

- Applied infill strategies and adaptive reuse in the historical building context.

3.5.4. *Planning Concepts*

- Develop Trade and Services Zone Pemuda and Gajahmada Corridor
- Preserve typology characteristic of row building (zero ROW), arcade, and fragment (traffee) of existing land even when there are integrating cases
- Developing active street frontage in the groun floor.
- Develop compaction function for the new building for the infill development in the back of existing heritage buildings.



Figure 4: Programs on Building and Public Spaces
Source : DED Final Report [4]

3.5.5. *Organize Kampung Kauman and the mosque complex*

- Preserve the typhological chacterstic
- Improve the pedestrian and utilities of kampong area, including hazard prevention
- Develop kampong tourism concept which predicted to land function shifting and increase economic vitality in the kampong
- Preserve historical building and local tradition in the kampong area as tourism attractive.

3.5.6. *Revitalization Zone Aloon aloon complex and Johar Market*

- Returning Aloon aloon function as an active city public space.
- Conserve North Johar, Mid johar and South Johar.
- Developing North-south axis as a walking promenade connecting transit area east aloon aloon – Johar – Chinatown.
- Develop new building in the ex Kanjengan area which architecturally contrast with Historical Building.
- To create visual connectivity between Johar and Kauman Mosque.
- To create intaegrating system for accessibility cultural activities and daily living in the east – west (corridor Sumeneban – Johar – Kauman)

- Creating architectural design space to memorize the Regent House in the market building. It can be integrated with a historical gallery room which could be a special building attractive.

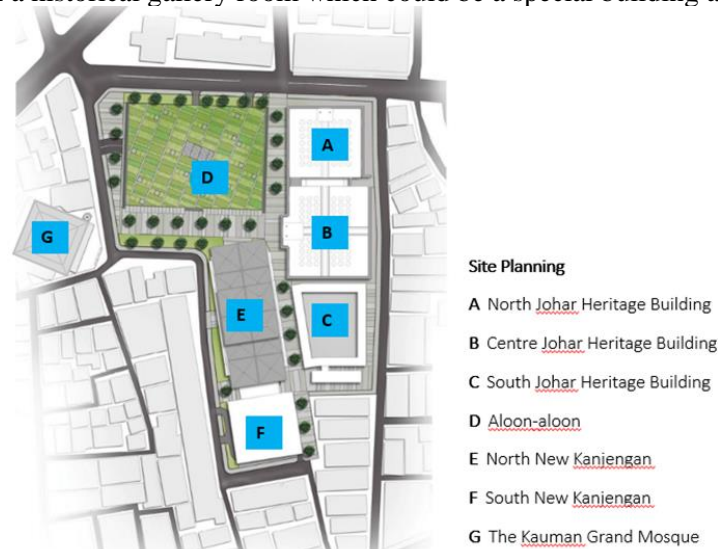


Figure 5: Area Program
Source : DED Final Report [4]

3.5.7. *Development Zone the Old City gate and the East Aloon aloon*

- Creating exterior space in the responsive corners to become a viewpoint landmark in the corner meet Pemuda – Agus Salim – Sugiono.
- Organize development integration by the superblock scenario with high intensity and exclusive class shops and services.
- Development integration including contemporary setting space, contrast, dynamic between the conservative historical building and the new buildings.
- Developing Berok Bridge interchange integrated with developing thematic promenade in the public space Semarang River bank. The space also aim to strengthen the Old City gate.
- Creating alternative generator activities parallel and contrast with Johar Development.

3.5.8. *Organizing Sumeneban Kampong Zone*

- Create vertical housing zone in the high density and underutilized housing area by the land consolidation and land sharing scheme
- Improving pedestrian walk and utilities in the kampong area, including hazard prevention infrastructure.
- Develop kampong tourism concept with land transfer possibilities and increase economic vitality.
- Conserve cultural assets (building and local culture) as a cultural attraction potencies.
- Conserve building typhology and intensity (kampong preservation) including chinese style row buildings, shop houses.
- Develop Semarang River bank area as an active thematic public space with contextual community activities.

4. CONCLUSION

Revitalization of the historical (heritage site) should involving stakeholders (public - private, professionals and community). The area should divided into several area focused and each area should have priorities. In a revitalization work, a study that explores historical and socio-cultural values is an important factor, before physical revitalization planning is carried out. As is done in the Pasar Johar

area, the cultural - historical axis between the Kauman Grand Mosque and the front door of Pasar Johar is re-emerged, in the form of a physical pedestrian path. so that direct access is reopened to the two buildings that are the center of activities in this area. Considering that the source of this article was obtained by the author while involved in the Pasar Johar Area Revitalization Planning work, we would like to thank the Semarang City Government, Unitri Cipta Planner, Urban Design Study Center and PDW architect.

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