

PRESERVATION OF TAWANG STATION BUILDING AS A HERITAGE OF SEMARANG CITY, CENTRAL JAVA, INDONESIA

Ahdi Fitriyanti Ummamah, Damiasih,
Moch Nur Syamsu, Purwoko, Zunan Setiawan
Master of Management Post Graduate Program.
Faculty of Economic and Business.
Ahmad Dahlan University. Yogyakarta. Indonesia

Abstract

Semarang Tawang Station is a historic Dutch heritage building, therefore optimizing the stakeholders who play a role in the preservation of a cultural heritage building is needed. To preserve the heritage building is needed efforts, with improve service quality to the tourist and simplify access and information media related it's heritage building. With those action, we expected to preserve the Semarang Tawang Station Building.

Keyword: cultural heritage, historical building, preservation

Introduction

Indonesia is one of the countries that is famous for its natural beauty, arts and culture and the hospitality of the people, these factors is one of the main attractions for domestic tourists and foreign countries to visit Indonesia. Tourism is a journey that is done temporarily time, organized from one place to another, by the intention is not to do business or do business or make a living on the spot visited, but solely to enjoy the trip use for excursions and recreation or to fulfill desires various. The development of this sector can known from the rise of businesses around the world of tourism such as business hospitality, travel business, and restaurant business. In relation to the development of attractiveness cultural tourism in the city of Semarang which indeed seems to have been determined make the tourism sector as a leading sector, this problem needs to be get serious attention so that a middle way can be found mutual benefit between the interests of tourism and the interests of preservation of local culture. Indonesia has various legacy of colonialism the only Tawang Station in Semarang City, the building that historic and unique makes the Tawang Station building not only as a place of public transportation, but also as an object tourism that can attract tourists.

Problem Formulation

From the above background, specifically the author can convey the formulation of the problem as follows What is the role of the community in the preservation of the station building Tawang? What is the role of the government in the preservation of the station building Tawang? How to preserve the Tawang Station building so that it becomes attraction for tourists?

Research Objectives and Benefits

The objectives of this study are as follows know the role of the community in the preservation of buildings Tawang Station, know the role of government in building preservation Tawang Station, and introduce a cultural tourism attraction that can attract tourists to visit.

The benefits of this research are as follows hoped that it can provide ideas for government to develop tourism potential through culture, the government will be more sensitive can provide support and assistance for local communities to develop culture. As a reference for students to add knowledge of community culture. As a scientific literature reference in tourism science To help shape students into good individuals smart and tough in developing the tourism industry area.

Literature Review

The term tourism comes from the root word tourism. In literature on tourism in Indonesia, as well as listed in Law no. 10 of 2009 concerning Tourism, namely Travel activities carried out by a person or group of people by visiting certain places for the purpose of recreation, development personally, or learn about the uniqueness of the tourist attraction visited in temporary period. While a person or group of people who do travel activities as intended within the limits of understanding about tourism, referred to as tourists. Thoroughness phenomenon of tourist activities carried out by tourists such as meant within the definition of tourism and tourists above given a limited understanding or defined by the term tourism.

In Law no. 10 of 2009, the entire scope of activities tourism was given the definition of various kinds of tourism activities and is supported by various facilities and services provided by the community, businessmen, government and local governments. Systematic interactions that occur holistically between tourists who carry out tourism activities within the scope of tourism activities as intended in the description of the definition of the definition above, represented symbolically with the definition or definition of tourism. More broadly in Law no. 10 of 2009 concerning Tourism, it is also explained about the meaning of tourism which given a limited understanding or definition as a whole activity that related to tourism and are multidimensional and multidisciplinary emerges as a manifestation of the needs of each person and the State as well as interactions between tourists and local communities, fellow tourists, government, local government and entrepreneurs. Tourists are people or groups of people who do travel for tourist purposes, such as for recreation, business as well as to meet other special needs (Sunaryo, 2013:3).

Research Methodology

The location of research was carried out by the author in the city of Semarang, Province of Central Java. The time of this research was carried out in the month of December 2017-March 2018.

Research Method

In writing this scientific article, the author uses the approach qualitative research to examine the research object that has been determined. Method Qualitative research is a research method based on post positivism philosophy, is used to examine the condition of objects that nature, (as opposed to an experiment) where the researcher is as a key instrument, data collection techniques are carried out triangulation (combined), inductive/qualitative data analysis, and results. Qualitative research emphasizes meaning rather than generalization. Qualitative research methods are often called research methods naturalistic because the research is carried out in

natural conditions (natural settings); also known as the ethnographic method, because in Initially this method was more widely used for field research cultural anthropology; referred to as a qualitative method, because the data collected and the analysis is more qualitative (Azwar, 2015:5).

Data Collection Techniques

Data collection is a variety of methods used to collect data, collect, retrieve, or collect data study. We know the methods of interviews, observations, questionnaires, testing, archives, and documents. The last two are more refers to the data source. These methods were chosen not without reason. The main consideration is the ability of the chosen method of digging information. Sometimes only one way is needed.

However, sometimes the single way considered less able to capture complete data, so it is needed another method as a secondary method. (Sugiyono. 2015:62-63) Observation

This method is very suitable for studying processes and behavior. Using this method means using eyes and ears as a window for recording data. Seen from how far involvement of researchers or data collectors in observed events. Observation is divided into two, namely participant observation and observation nonparticipant. (Sugiyono, 2015: 193). Interview is a way to collect information or data through verbal/verbal interactions. Interviews allow us infiltrate into the nature of other people's minds, to be precise the things that related to feelings, thoughts, experiences, opinions, and other unobservable. Interview is a meeting two people to exchange information and ideas through question and answer, so that meaning can be constructed in a particular topic (Sugiyono, 2013:231).

Documents are records of events that have passed. Documents can be in the form of writing, images, or works monumental of a person. Documents in writing such as diaries, life histories, stories, biographies, regulations, policies. Document in the form of an image for example photos, live pictures, sketches and others. Documents that in the form of works such as works of art, which can be in the form of pictures, statues, films, etc. Document studies are complementary to the use of observation and interview methods in research qualitative. (Sugiyono, 2013:240)

Data Processing Techniques

In data processing, the author performs several types of data processing data processing (Sugiyono, 2015:337)

Data Reduction

The data obtained from the field are quite large, for that it needs to be recorded carefully and in detail. As already stated, the longer the researcher is in the field, the more data will be more and more, complex and complicated. For that it is necessary immediately carried out data analysis through data reduction. Reducing data means summarize, choose the main things, focus on the things what is important, look for themes and patterns and discard those that are not need. Thus the reduced data will provide clearer picture, and make it easier for researchers to carry out further data collection, look for it if needed. Data reduction can be assisted with electronic equipment like a mini computer, by coding aspects of certain. (Sugiyono, 2015:339). Data Display

After the data is reduced, the next step is display data. In qualitative research, data presentation can carried out in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. Most used to present data in qualitative research is by text which is narrative (Sugiyono, 2015:341).

Verification

The third step in qualitative data analysis according to Miles and Huberman is inference and verification. The initial conclusions put forward are still tentative, and will change if there is no strong evidence that support at the next stage of data collection. But when conclusions put forward at an early stage, supported by evidence valid and consistent evidence when the researcher returns to the field collect data, then the conclusions put forward is a credible conclusion (Sugiyono, 2015:345). Thus the conclusions in qualitative research may be answer the problem formulation that was formulated from the start, but maybe nor, because as has been stated that the problem and the formulation problems in qualitative research are still temporary and will developed after the research was in the field.

Data analysis

Data analysis is a process of searching and compiling systematic data obtained from interviews, field notes and documentation by organizing data into categories, break down into units, synthesize, studied and draw conclusions so that they are easily understood by themselves and others. The data that has been collected in this study will then be analyzed using SWOT (Strength, Weakness, Opportunity, Threat) analysis (Sugiyono, 2015:89). SWOT analysis or Tows is a common analytical tool used to formulate strategies for the identification of various factors strategically based on expert intuition (understanding and knowledge) against an object. This analysis is based on logic can maximize the power (strength) and opportunities (opportunities), but at the same time can minimize weaknesses and threats. Analysis SWOT considers internal environmental factors in the form of strengths and weaknesses as well as the external environment in the form of opportunities and threats faced by the company or considered the company (Main, 2012:150).

Description of the respondent's characteristics is to describe or provide an overview of the identity of the respondents in this study, because by describing the identity of the respondents who became the sample In research, it will be known to what extent the identity respondents in this study. Hence the description of identity respondents in this study can be grouped into several groups, namely gender, regional origin, type of work, and age respondents. This respondent's description is taken from the results of interviews and the distribution of questionnaires during the study which was calculated from the total number of respondents, namely 75 respondents. Characteristics of respondents based on gender are divided into two categories, namely male and female. From 75 respondents it is known that as many as 44% (37 people) of respondents are women and 51% (38 people) were male, as shown in the figure. Respondent data based on various characteristics Jobs are divided into 5 categories, namely: TNI/Police, Civil Servants, Private Employees, Entrepreneurs, Others. Characteristics of respondents based on last education 4 categories namely SD, SMP, SMA, Diploma/S1/S2. Respondents based on Last Education.

Internal environmental influence factors that the author can analyze from the results of observations and interviews are as follows From the results of interviews, observations and documentation carried out by the author for a scientific article entitled Preservation Tawang Station Building as a Heritage of Semarang City where the Semarang Tawang Station building itself has potential which is good to develop and preserve, because Stasiun Semarang Tawang is able to attract tourists to visit enjoy the architectural beauty of the Semarang Tawang Station building. Semarang Tawang Station is one of two train stations which is located in Semarang. Semarang Tawang Station is located in the north of the Old City, precisely on Jalan Tawang

number 1, Semarang. Station Semarang Tawang was built to replace the function of the station Sari ponds in Pengapon which are considered not meeting the needs number of users. This is what made antara in 1870 lane the Semarang-Solo-Yogyakarta train was built, so the number of more passengers. You can also take a look around for a moment this station is never empty, so many visitors are coming whether they want to travel or just enjoy the beauty of the Semarang Tawang Station building.

Based on the results of observations and interviews as well as documentation, it can be seen that access to Semarang Station Tawang is adequate, easy to access because of Semarang Station Tawang is located in the middle of the city of Semarang and is also one of the complex with Semarang Old Town tourism and office center. Semarang Station building preservation Tawang has been maximized because it is from the government and other parties. The management has made various efforts so that the building The Semarang Tawang Station remains intact, awake and stable preserved architectural, historical and cultural values attached to the building.

Facility Based on the results of interviews, observations and documentation facilities available at the Semarang Tawang Station Tourism Object quite adequate such as vehicle parking areas, prayer rooms/ places of worship, toilets, rest areas, food stalls, ATM galleries, Service Customer/Information Center, Boarding Pass, Smoking Area and more so. Influence of Internal Environmental Factors Semarang Tawang Station as a Station Trains that have cultural heritage values and the unique architecture of the building Accessibility to Semarang Station Tawang is very adequate. Quality of Human Resources towards Semarang Tawang Station is sufficient but for HR who manages there is no historical building. Maximum management system and already there is an organizational structure. The existing facilities are sufficient for visitors but not available facilities for disabled/blind persons.

Based on the results of interviews and observations, the community around Semarang Tawang Station is very supportive of the station Semarang Tawang, because it is able to bring in local and foreign tourists foreign. There are also many opportunities for the surrounding community to come to work develop and preserve the Semarang Station building Tawang because for them it can be used as a business opportunity income. Based on the results of interviews and observations, the promotion carried out by the management of Semarang Tawang Station and government through print media, electronic media and information oral. Promotion has been maximized. Based on the results of observations and interviews, the building Semarang Tawang Station has competitors. Because basically tourist attraction is developed to have the potential and value of cultural heritage contained in the building. Many attractions in the City Semarang which carries the concept of cultural heritage but every the place must have its own history or story.

According to the results of the SWOT analysis as written in the table, good those from Internal and External which have been reviewed in tabular form (Matrix) SWOT then a formula management strategy can be drawn up S-O, W-O, S-T, W-T interactions are as follows Strength-Opportunity (S-O) Strategy Creating tourism activities so that it attracts visits tourists and make tourists comfortable, Maximize and strive for the preservation of the station building Semarang Tawang, Establish a cooperative relationship between managers and the government for the development of Semarang Tawang Station, Pay attention to the quality of promotions in order to attract visitors.

Strength-Threats (S-T) Strategy, Maximizing the preservation of the Semarang Tawang Station building in order to maintain its uniqueness, Improving the quality of Human Resources for Station Semarang Tawang has an information service for visitors who wants to know the history of the building. Weakness-Opportunities (W-O) Strategy Improving the quality of facilities at Semarang Station Tawang for the convenience of visitors Invite the local community to take part in preservin The cultural heritage building. Involving the government and local communities in Semarang Tawang Station development. Weakness-Threat (W-T) Strategy Provide an information service center regarding history building. Pay attention to the quality of service facilities so that visitors feel comfortable. Establish good cooperation with the management, parties private, and government.

Analysis Results What is the role of the community in the preservation of the Tawang Station building? Semarang Tawang Station is a historical relic that deserves to be preserved, both in terms of architecture/uniqueness of the building as well as in terms of historical value / cultural heritage value. People here come along take part in promoting from word of mouth to the general public such as family relatives, friends, and so on. As the next generation, not wish if we had the historical heritage it was damaged eaten by time, because basically from year to year the building getting older and definitely needed care to stay awake.

What is the government's role in preserving the Tawang Station building? Semarang Tawang Station has historical value development of transportation in Indonesia, especially in Semarang. Besides In addition, Semarang Tawang Station has a magnificent architectural style and typical that represents the architectural style that developed in the early 20th century. As an effort to protect historical, architectural and important values. On the other hand, the Government has designated the Tawang Station building as a cultural heritage buildings. Determination of a building as a cultural heritage is a manifestation of the government's efforts to protect buildings from may be damaged or lost.

How is the effort to preserve the Tawang Station building so that it becomes power? attraction for tourists? Semarang Tawang Station is a heritage building culture that until now still has the same function. In development, rail transportation services have improved well in the sector of freight, passenger and asset companies. Not It is undeniable that the development of the railroad business also has an impact on changes in visitor flow and space requirements. To meet For these needs, PT Kereta Api Indonesia (Persero) undertakes changes and developments at the station is no exception Semarang Station Tawang.

Conclusion

Based on the analysis and discussion on Preservation The Tawang Station Building is a Semarang City Heritage, then it can be concluded that: Semarang Tawang Station is one of the attractions cultural tourism that needs to be preserved in the city of Semarang. Semarang Station Tawang has a unique building which is a historical relic. Inhibiting factors in the development/preservation of station buildings Semarang Tawang is like a Human Resources that manages information Unavailable culture/history, because basically Semarang Station Tawang is a tourist train station/conventional station.

Role of Government and Management in development/preservation Semarang Tawang Station building is an effort to preserve the area Semarang Old Town (including Semarang Tawang Station), City Government Semarang stipulates Regional Regulation Number 8 of 2003

concerning Plans Building and Environmental Management (RTBL) for the Old City Area. In 2017, Ministry of Public Works and Public Housing Director General Cipta Karya with Stakeholders held a Technical Assistance Workshop Preparation of the Semarang Heritage City Preservation Management Plan. Aim the preparation of the management plan is to manage and protect the universal values of the Semarang Old Town Area (KKLS) by developing coordination and consensus framework for long-term management and KKLS development. Management's role in building conservation efforts Semarang Tawang Station is behind the need for station development, PT Kereta Api Indonesia (Persero) applies the ethics of preservation, utilization and development of cultural heritage buildings in accordance with Law No. 11 Years 2010 concerning Cultural Conservation, among others: Maintaining the building's facade, style the original architecture and construction of Semarang Tawang Station, Maintaining Value Culture/Architecture attached to the Station, Carrying out activities Semarang Tawang Station building maintenance & maintenance Social network with stakeholders in the preservation of Semarang Tawang Station.

Suggestion

Based on the analysis and discussion on Preservation Tawang Station Building as Semarang City Heritage, then it can be concluded that The Management and Government Parties cooperate in order to obtain maximum preservation results and able to attract the number of visitors with various efforts. Improving the quality of tourism human resources, especially the surrounding community Semarang Tawang Station. Improving service facilities in order to create comfort for visitors.

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