



# GOVERNMENTAL INVOLVEMENT IN CONCEPT OF OLD CITY/KOTATUA RESTORATION OF JAKARTA

**Naniek Widayati Priyomarsono**

Department of Arsitektur, Universitas Tarumanagara, Jakarta-11440, Indonesia

## ABSTRACT

*It was commenced by a speech of Tourism Minister on March 23, 2016; in socialization of Kotatua Jakarta heading to UNESCO World Heritage 2017, the latter will not be realized without getting the Central Government involved with the system top-down approach. Kotatua is not separable from roles of the Dutch in Jakarta by Jacques l'Hermitte in 1610 who had received permission from Pangeran Jakarta to build Dutch Colonial trade office thus in 1618 J.P. Coen removed most of wealth property of the Colonialist from Banten to Batavia. In 1619 Jan Pieterzoon Coen then built Batavia fortress.*

*A label "Kotatua Jakarta" formerly named as Batavia was based on Governor Regulation No. 34 of 2005, revitalization execution has been started at 2006, since then "Kotatua" was used as a brand image, which has many mansions of the individuals or private and State-owned entity.*

*Research is qualitative with strategy of the grounded theory research, interview focus is on actors actively and passively getting involved in the alteration. The obtained result is then analyzed by comparing field data (observation and documentation) then for obtaining an accurate finding, then concluded.*

*Central Government involvement is necessary in establishment of "Kotatua Authority Council" in revitalization of mansion or building owned by BUMN or state entity, infrastructure, and society living illegally, and permits. In collaboration with UNESCO to be responsible in restoration and marketing.*

**Keywords:** involvement, brand image, restoration

**Cite this Article:** Naniek Widayati Priyomarsono, Governmental Involvement in Concept of Old City/Kotatua Restoration of Jakarta, International Journal of Civil Engineering and Technology, 9(11), 2018, pp. 288–294.

<http://www.iaeme.com/IJCIET/issues.asp?JType=IJCIET&VType=9&IType=11>

## 1. INTRODUCTION

Jakarta formerly named as Batavia was established by Pangeran Jayakarta (Fatahillah), in the center of this city reserved a label of Kotatua in 1527. In 1619 Jayakarta (Batavia) had been attacked by VOC. In its development in 1619 city of Jayakarta was attacked by VOC and shattered. In 1620 city was mastered by J.P. Coen and was built a city. In 1808 Kotatua was left behind due to cholera disease. City was then transferred to the south (recently it is near Monas or national monument and named as Weltevreden. In 1905 Kotatua was rebuilt by City Council. Name of Kotatua was formalized with Governor Regulation No. 34 of 2005 or Pergub No,34 of 2005 [4, 6, 8].

Revitalization execution was started in 2006 and done with some revitalization but never succeeded based on the expectancy due to many problems for instance; infrastructure condition not with hand-in-hand, then irregular traffic jam, then governmental policy not yet integrated, Kotatua settled by society of numerous ethnics feeling uncomfortable when it was power transfer.

## 2. RESEARCH METHOD

Potencies owned by Kotatua are:





1. Possessing harbor of Sunda Kelapa which it was big trade harbor,
2. There are sorts of nations and tribes living in Glodok, Petak Sembilan, Roa Malaka, and Arabian settlement in Pekojan, British and Dutch settlement formerly long ago which is now about Museum of Fatahillah, Betawi and Malayan settlement reside in claves between Kotatua settlement region) [3].
3. City structure is formed by *the system grid* and canals like cities in Europe
4. There are recreation hubs in coastline fish auction hub, hexagon market to fulfill daily needs.
5. There are European arsitectured mansions of the seventeenth century.
6. Revitalization has been several time but never has been complete thus the expected result is ever achievable [8].




**Figure 1** Site Order of Kota Tua North Jakarta (Google Map 2018)

Since there has been a conception of North Jakarta Kotatua Revitalization, it takes several revitalization however the result is not yet commensurate with the expectancy, with the following details such as:

**Table 1** UPT for Management and Development of Kotatua Jakarta Region (2015)

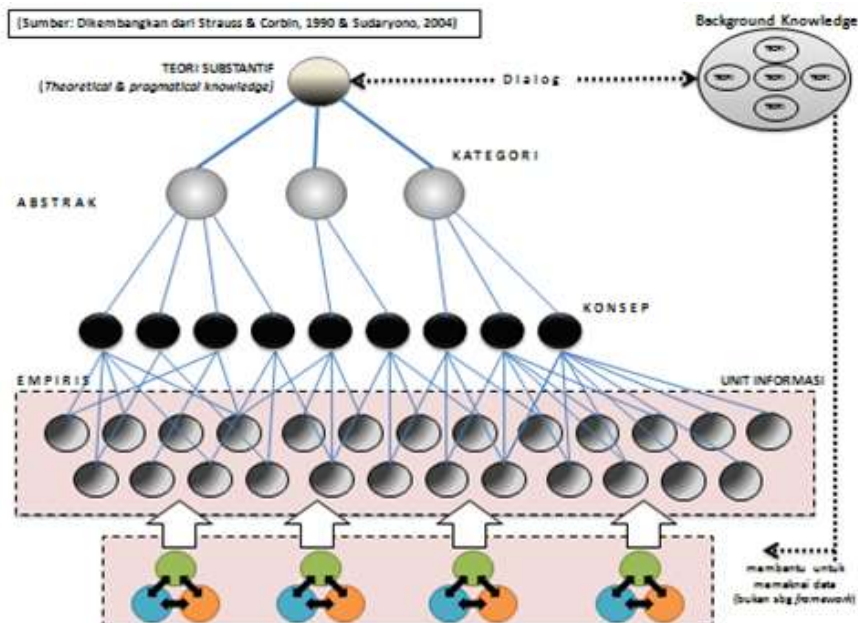
	<b>Revitalization Stage 1</b>	<b>Revitalization Stage 2</b>	<b>Revitalization Stage 3</b>	<b>Revitalization Stage 4</b>
Reason	Building a city already taken into parts or removed	Economical revitalization	Creating the advantageous destination	Saving the revitalization stage 2
Conception	Preliminary initiator is anonymous	President Soekarno	Governor Ali Sadikin	Governor Sutiyoso
Launching	1905	1950	1971	2005
Execution	1912	1950	1973	2006
Complete Execution	1929	1962	1974	2030
Time of Execution	25 years	12 years	4 years	It is unknown limit of year
Width	105 areas	Not available	20 ares	846 ares
	Region between river of Jelakeng and river of Semut by building new structure	not as Region	Fatahillah square, Kalibesar street, Infrastructure beautification, making new function	From National Archive Building up to Batang Outside Mosque, the Pedestrianisation and creative function-making were made to home industry
Inauguration	STA Beos	Inauguration of BNI 46	Conference of PATA	End of RTRW
Manager	Municipal City of Batavia	Central Administration of R.I	Provincial Government of DKI Jakarta	Self-institution
Transportation Mode	Trem, Two-Wheeled Buggy, boat	Trem, bus, oplet	Bus, oplet, bemo	Busway, KRL, passenger-vehicle
Result	 <p>City was removed in 1808. Buildings or mansions left behind were Warehouse, Hall City, Court Building and 2 buildings in West Kalibesar, the extra left behind were removed</p>	 <p>BNI 46</p>	<p>3 buildings were made into Museums</p> 	

	<p>into parts and materials were used for and establishment of new city in Weltevreden(it is now around Monas and Banteng square)</p> 			
--	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--	--	--

As seen from the above table, revitalization effort in Kotatua has not yet conducted in accordance with multilateral parties. The latter is due to building ownership has been transferred directly to state-owned entities. State-owned entities were responsible for renovation. Yet in fact state-owned entities place the renovation not in main priority scale, therefore many buildings are not managed properly. In order to get optimal result in Kotatua revitalization in North Jakarta it takes the engagement of central government.

In 2016 there were private companies revitalizing Building of OLVEH (Onderlinge Levensverzekering Van Eigen Hulp) belonging to Pieter PeereboomVoller. Since the preliminary establishment of building it was functioned until the year of 1959. In 1960 there was nationalization in foreign buildings, including building of OLVEH becoming the Building of Jiwasraya Insurance. Revitalization result was formalized on March 19, 2016, and functioned as a gathering place for creative workers community. However now the building is desolate and revitalization does not run based on the expectancy.

From the aforementioned, the appropriate research uses qualitative method with interpretative ways. Seeing the existing phenomenon then it is researched and concluded [1,2]. However it takes Strategy Grounded Theory Research with interview focus on active and passive actors getting involved in the change [7]. The outcomes is then compared with field data (observation and Documentation) then carried with the book by Rizzo(1997), Economic Perspective of Heritage Management, in order to have an accurate finding, then finally concluded [5]



**Figure 2** Induction Process [Re-pictured and adapted with Research Topic]

(Sources: Widayati, 2014 in Setioko, developed by Strauss & Corbin, 1990 & Sudaryono, 2004, 2010)

### 3. RESULTS AND DISCUSSION

Transfer of Kotatua Jakarta authority from DKI Jakarta administration to Central Administration becomes more significant to be Special Destination of Kotatua Region Destiny, ones of which are:

1. Transfer of the Rights to Kotatua authority from DKI Government to Central Government. This is due to State-owned entity or BUMN under power or control of the Central Government so that if the Central Government makes regulations relating to BUMN Policies it can certainly be quickly implemented. Revitalization of buildings belonging to former Dutch buildings can be converted according to current needs
2. The Central Government can coordinate directly to the Ministry of Transportation in terms of infrastructure in Kotatua, both land and sea lanes (the latter is about traffic of inter-island boats), channel of rail train (in Kotatua still has the remnant of past time's rail train locating in street of Kakap 5 heading to West Kali Besar). This locomotive rail train if re-liven up will add the vivid of Kotatua Tourism,
3. The Central Government can ask the Ministry of Tourism to hold mandatory visits for all foreign tourists visiting Jakarta,,
4. The Central Government can ask the Ministry of Creative Economy to train all business people in Kotatua in treating the tourists present,
5. The Central Government can ask the Ministry of Trade to present food, handicraft, replica historical items with authorization all of which have UNESCO standards.
6. In addition, Law No. 11 of 2010 concerning Cultural Heritage is a catalyst for the development of the tourism industry whose development authority is under the Ministry of Tourism and Creative Industry. Rizzo (1997) in his book; namely "Economic Perspective of Heritage Management", said that, for the fulfillment of

targets towards the success of regional revitalization, innovative and integrated strategies were needed with reference to several models, such as; 1) Cultural Model, 2) Economic Model, and 3) Technology Model [5]

### **3.1. Cultural Model Application in Kotatua [5]**

Batavia or Jakarta was one of big cities in epoch of The Colonial Dutch up to the present. There were ample proofs of history in it. Society living is multi-ethnic. This affects their buildings heritage, deserving conservation as history of the future generation. Historical heritage is tangible and intangible heritages. Approach of “community based actions” in execution of renovation or environmental sustainability and culturally-conserved building suggested by the UNESCO, can put positive effect in cultural tourism commodity or heritage tourism.

UNESCO actively engages in promotion of cultural heritage love through school program from Kindergarten to Colleges with name: Heritage in Young Hands. In the hope there comes societal awareness for their culture in respective region.

### **3.2. Economy Model Application in Kotatua [5]**

Kotatua Jakarta is a culturally-conserved building, still assumed by many persons mainly the owner as "asset non marketed good". But some of the owners misinterpretation old building already conserved as the advantageous asset. From perspective of economy investor then it will be his first calculation

Recommendation on Cost Benefit Analysis for the Cultural Built Heritage made by ICOMOS-UNESCO in 1993 (re-reviewed in 1998) producing four possibilities of case able to take in analyzing the environment and building of cultural conservation related to the owner and the visitors. The four possibilities are as follows:

#### ***3.2.1. Basic Model Maximizing Welfare***

This model is used when cultural conservation owner does not rely his building destiny on visitors from financial side (visitors are not collected with fees)

#### ***3.2.2. Profit-maximizing Supply of Cultural Heritage***

This model is used when visitor is willing to pay entry ticket money to conservation building, by having a certain facility.

#### ***3.2.3. Supply Under a Zero-profit Restriction***

This model is used when building asks for subsidy from another party, but entry ticket price is determined by that another party. Ticket sale result outnumbers the subsidy-number, taken by subsidy giver.

#### ***3.2.4. Supply with a Fixed Cost Subsidy***

This model is used if building's physical maintenance costs are separated between fund from the owner and fund from subsidy giver, as well as service costs to the visitors. The objective of this model is to increase economy value in renovation of building. Yet system used is; to pay or payment, selling place, marketing cultural heritage management and policing.

### **3.3. Technology Model Application in Kotatua [5]**

Technology model mentioned here is passive conservation application (register, documentation, re-description) and existing data as foundation in the future active-



conservation planning in accordance with function needed as proposed by ICOMOS-UNESCO. The latter is done to enable calculation of its revitalization costs. The easy way is with the following division;

- Space element cost associated to spatial making.
- Building element, cost associated to physical building.
- Space of buiding element related to spaceand its impact on building costs.

#### 4. CONCLUSION

From the conclusion it is expectancy that Kotatua holds modal to make New Branding, by making; 1) Art District, 2) Financial District, 3) MICE Activity, 4) Creative Industry District, 5) Food, SME &Traditional Comerical Center, and 6) Education. Besides involvement of Central Government in taking-over transfer and role of DKI Government in terms of Development Policy, Infrastructure, Building Utilization of Post-Revitalization, Economy Stability and Security, by establishing Kotatua Authority Agency in collaboration with UNESCO to be responsible in restoration and marketing.

Realizing the region of Kotatua Jakarta complete with historical nodes, Heritage Patist Path in purpose of Indonesian Independence of the 100<sup>th</sup> or Jakarta Anniversary of 500<sup>th</sup> in 2045 supported by multiralateral parties.All is done as business to gain trust of investors. As set forth in the pedestrian-working out and infrastructure of some buildings already done by DKI administration has afforded to welcome 5000 visitors per day in the center of Fatahillah square. But for the investors, they are welcome to invest businesses in Kotatua. Significantly role of central administration is duly expected.

#### REFERENCES

- [1] Creswell, John W, 1968. *Qualitative Inquiry and Research Design, Choosing Among Five Traditions*. California: Sage Publication.
- [2] Groat, Linda and Wang, David, 2002. *Architectural Research Methods*. USA: John Wiley & Sons, Inc
- [3] Groeneveldt, W.P. 2009. "Indonesian Archipelago in Note of Tionghoa or Nusantara In Chinese notes(translation).Jakarta: Komunitas Bambu.
- [4] Heuken SJ, Adolf, (1982). *Historical Sites of Jakarta*. Jakarta: Cipta Loka Caraka.
- [5] Hutter. M, I. Rizzo, 1997. *Economic perspective on cultural heritage*, Macmillan Press, Ltd.
- [6] Mann. Richard. (1998). *The Old City of Jakarta-Today*. Jakarta: Gateway Books.
- [7] Strauss, Anselm And Corbin, Juliet. 1990. *Basics Of Qualitative Research: Grounded Theory Procedures And Techniques*. Usa: Sage Publications.
- [8] Yuwono, Martono (2015). *Local Genius Spirit Management of Indonesian City or Ruwatan Soul Local Archipelago Wisdom. A revolution in City development*. Jakarta: Yayasan Pusaka Nusantara Raya