



CATHARSIS 11 (1) 2022
73-84

p-ISSN 2252-6900 I e-ISSN 2502-4531



Catharsis: Journal of Arts Education

<http://journal.unnes.ac.id/sju/index.php/chatarsis>

Art-based Revitalization Strategy for Creative Actors in the Old City of Semarang

Ari Irfan Fahrudin✉, Agus Cahyono, Rahina Nugrahani

Email: ariefirfan@students.ac.id

Universitas Negeri Semarang, Indonesia

Received 28 December 2021, Accepted 22 February 2022, Published 31 May 2022

Abstrack

The Old City area of Semarang is a favorite tourist attraction when tourists, both local and foreign, come to Semarang. This research aims to explain the strategy of Revitalizing the Old City by creative actors of the old city of Semarang and to analyze and explain the content of serving and promotion efforts of the old city of Semarang by creative actors of the old city of Semarang to explore and explain the conservation strategy through Art Education by the creative actors of the Old City of Semarang. This study uses an interdisciplinary approach: Arts Education, Arts Conservation, and Arts Communication. The method used is the descriptive qualitative method. Data collection techniques used are observation, interviews, and documentation. The data validity technique uses the data triangulation method. The results show that the art revitalization strategy for creative actors in the old city of Semarang is influenced by policy, financing, management, and promotion strategies. Conservation education from creative actors is influenced by creative actors, managers, and the general public. Meanwhile, the content presented by Kota Lama Semarang's creative actors includes educational and cultural content.

Keywords: Art-based Revitalization, Creative Actors, Arts Conservation

DOI : <https://doi.org/10.15294/catharsis.v11i1.57971>

INTRODUCTION

Tourism is one of the most important initial steps in preserving historic (heritage) buildings. It involves many stakeholders and direct participants. In some developing countries, tourism is used as a source of income and employment opportunities (Kunjuraman, et al. 2022). This can further strengthen economic sectors, development or social power. Interestingly, educational activities can be carried out in conjunction with recreational activities (Viridianti et al., 2018: 12). Learning is a cultural process that is not only obtained in the form of internalization of the knowledge system by humans through inheritance or transmission in the family from the formal education system at school or other formal education, but also gained through interacting with the natural and social environment (Dilfa, et.al. 2020). The development of cultural tourism, creative, can add value and creativity to the cultural tourism experience (Sarantou, et al., 2021). In terms of cultural aspects, historical buildings (heritage) have their own artistic value. Heritage areas are also able to contribute to socio-economic development (Marcotte & Bourdeau, 2012) old buildings (heritage) have artistic value. The arts can help strengthen social cohesion, increase self-confidence and life skills, create a common ground between people, improve mental and physical well-being, strengthen a person's ability to act as democratic citizens, and create new learning routes and jobs (Pritchard, 2017). Art is a form of expression from the surrounding community which has its own characteristics in each region (Prima, et.al. 2020).

The old town of Semarang is one of the ancient heritage sites that has survived to this day; In addition, the area of Old Town Semarang used to be an office area in Dutch times, facing directly into an old building now called the Railway Museum or Lawangsewu. One axis extends from Semarang Old Town to the Railway Museum or Lawangsewu (Rafsyanjani & Purwantiasning, 2020).

According to the Mayor of Semarang (De Oude Stad/ Semarang Old Town) on establishing the state of cultural preservation in the Old Town of Semarang in 2018. In addition, the area of Semarang Old Town in 2019 according to the decree of the Governor of Central Java was also classified as a protected cultural area in the provincial area and a national cultural protected area by decree of the Minister for Education and Culture. 2020 July 22 No. 682/P/2020 on the Semarang Old Town Cultural Protected Area designation, which includes the Semarang Old Town area. Therefore, to preserve it, it is necessary to revive it. All ordinances on the classification of the cultural conservation status of Semarang Old Town have been intended as a legal basis for its conservation and a proposal to the United Nations Educational, Scientific and Cultural Organization (UNESCO) as World Heritage status. (Yuliati et al., 2020: 7).

Revitalization must recognize and exploit potential patterns of the surrounding environment, such as local history, meaning, uniqueness, and image. There is a problem that the condition of buildings and historic sites, both in terms of quantity and quality, deteriorates in terms of architectural, construction and building functions, with buildings and areas tending to physically transform into buildings or areas with greater short-term economic impact. The value of land increases, and the value of a building or historic site decrease due to the depreciation of the economic value, which puts even more pressure. From a short-term perspective, this will only benefit certain groups. In fact, from another point of view, it has been recognized in various parts of the world that urban buildings and historically protected areas will have a sufficiently high economic potential, both in the long and short term and in terms of economic value. The territory and the environment, as well as the economic value of tourism activities, if there is a development policy that supports the preservation of historic

buildings and built-up areas. (Puspitasari and Khasana Ramli, 2018).

Politics arises from the interaction between political and creative actors, each with resources and sources of influence. An actor or smart actor is defined as a person who always encourages creative thinking (Sugiarto, 2019), has a strong ability to foster the growth of creativity, matures the concept of innovation and can disseminate information through business networks. Intellectuals or creative actors play the role of agents in disseminating science, art and technology, as they can develop creative industries in society. The study's results suggest that intelligent actors can be applied to the creation of ideas or ideas for creative industry actors and the development of business management; academic actors can carry out their activities by providing ongoing assistance to improve the governance of actors in the creative industries. From some of the above descriptions, it can be concluded that intellectuals or intellectuals are one of the drivers of the birth of creativity, ideas, science and technology for the growth of the creative industry to create a creative sector that remains strong (Mulyana and Sutapa, 2015).

An efforts to develop and exploit the various potentials of national tourism by increasing employment, community, regional and state revenues, and foreign exchange earnings. An important aspect of tourism development is communication activities in managing tourist destinations. Two main communication activities are being developed in tourist destinations: advertising and tourism services. For tourist destinations to be widely known, promotional activities are needed to provide information on tourist attractions and tourist activities. Given the breadth of activities to be carried out in the development of tourism, the support and active participation of the community is essential. Nature education based on arts education is seen as an effective effort to identify and preserve cultural heritage areas. According to the Great Indonesian Dictionary (KBBI),

conservation is the regular care and protection of something to prevent damage and destruction during preservation. Thus, it can be concluded that the need for conservation is a necessity. The protection values that need to be developed in a community environment become a starting point for creating what is necessary and valuable, always to be protected. With a common concern, each person must maintain or preserve what they already have, whether it be nature created by Almighty God or something that has been established or available to every person physically and mentally capable of creating art and culture. Culture contributes greatly to the formation of national identity (Ultari, et.al. 2019). Character education is a conscious human effort to develop and empower students to develop their character and become individuals who benefit themselves and the environment (Syamsuddin, 2019). In the fast current of globalization in these millennia, character development is an important thing that needs to be instilled in the nation's younger generation to become a smart, educated, creative and respected personalities. Reflect the cultural wisdom of the nation. Character development is two-way, namely the development of intellectual and moral skills (Koesoema A, 2010)

Comprehensive research on the same object, namely the presentation of urban development through art has been carried out by Siti Syamini Omar, Siti Rasidah, Norizan Mt. Khair with the title "Bringing the New to the Old: Urban Regeneration through Public Arts." The discussion in this article is an explanation of the presentation of creative cities by creative actors through art. This article has similarities with the research conducted by the researcher, which focuses on discussing creative cities with creative actors through art. However, the difference with previous research, the researcher discusses the creative city which is presented in depth especially in Semarang, Indonesia.

Art-based revitalization really needs to be done in the old city of Semarang because

the status of the old city is dominant with arts and culture. Based on the background above, art-based revitalization for creative actors in the old city of Semarang has become an interesting problem for researchers to study.

METHODS

The research approach that used in this research is art revitalization, art education, art communication and art conservation. The research approach is a design of concepts and procedures consisting of steps, methods in data collection, analysis and interpretation. Determination involves all methods for reviewing the research topic. The approach applied in this research is an interdisciplinary approach in which the problem analysis is listed in the problem formulation.

The art-based revitalization strategy is a research that researchers focus on the process carried out by Dinas Kebudayaan dan Pariwisata Kota Semarang and Badan Pengelola Kawasan Kota Lama Semarang. Then the second problem is focused on the content of the presentation of the creative actors involved in the revitalization process, including the components and characteristics that make up self and social identity. And the third problem is focused on the conservation education process by managers, creative actors and for the wider community. The research subjects focused on the creative actors of the Old City of Semarang, both the City Government, Managers and the general public who were involved in the revitalization process.

This Research data and data sources are divided into primary and secondary. Data collection techniques are tips applied by researchers to obtain data with various settings, methods and sources (Sugiyono, 2016: 308) Activities such as observation, perception, evaluation and reinterpretation (Kilicaslan, 2012) are applied by researchers in the research process.

Data analysis is carried out starting from data reduction, data presentation,

drawing conclusions or verification. Conclusions are drawn according to the collected field data notes.

RESULTS AND DISCUSSION

The results of the research and discussion are presented in a unified manner to be interpreted using the theories and concepts used. The following is the result of the research.

Revitalization strategy started from some strategy, such policy strategy, funding strategy, administrative strategy, and promotion strategy. For the second aspect about content provided by creative actors Kota Lama Semarang in an educational context is educational and cultural content. And the last object how to support in art-based revitalization is how to educate conservation is the types of conservation, education conservation for managers and education conservation for creative actors (Sugiarto, 2021).

The results of the research and discussion for art-based revitalization strategy implemented by creative figures in the old city of Semarang will describe as follows.

The revitalization strategy of Semarang Old City is based on the art of creative actors.

The revitalization strategy developed by the scholars of the art-based revitalization of the old city of Semarang includes the political strategies, funding strategies, and promotion strategies pursued by the creative actors of the ancient city of Semarang in Semarang.

The recovery strategy was obtained by researchers through interviews with executives, creative actors and the general public. Executives and creative actors explained the art-based revitalization strategy in Semarang's Old Town. On the contrary, the general public explained the impact of the art-based revitalization carried out by administrators and creative actors in the old town of Semarang.

1. Policy strategy

A policy is a provision that embodies principles that guide the achievement of certain goals in a planned and consistent manner.

The tourist attraction of Semarang Old City is one of the heritage sites of the city of Semarang, located in the North Semarang district. From a historical point of view, this area is the forerunner of the development of the city of Semarang and covers an area of about ±31 ha. The tourist attraction of Semarang Old City is a relic of Dutch colonialism, nicknamed the "Little Netherland" because the canals surround its location with European-style buildings that make the area similar to a Dutch city.

The Art-Based Revival is a program run by the Semarang City Government to promote the Semarang Old City area, which was previously an informal area until 2016. The policy of art-based revitalization by creative actors in Semarang Old City has been outlined by various parties involved. are based on arts and culture, including: 1). To provide space for the diversity of cultural expressions and to promote synergies to strengthen inclusive culture in the Old City and to preserve and develop traditional cultural values, expressions and practices to enrich national culture by organizing regular events to make the Old City synonymous with culture, an example is a "*dugderan*" event, which becomes a regular event every year before the coming month of Ramadan. 2). To create and use objects that promote cultural wealth, strengthening the position of the Indonesian people in the international world; In this case, the guide turns creative actors into one of the spears of Old City reform by training tour guides and soft skills training organized by managers and the city's culture and tourism service in Semarang Old City for creative actors in Semarang Old City. 3). Use cultural facilities to improve the community's well-being and protect biodiversity and strengthen

ecosystems; one of the management's calls to protect the property of the old town is to urge visitors or tourists not to vandalize. 4). Institutional reform and the budget support the cultural promotion agenda; This step has been taken to make the old city more integrated as a manager with a more massive and systematic division of tasks. 5). Enhance the role of the government as a national and international facilitator of culture by liaising with support actors for the success of government or leadership programs.

These five cultural development policies are the basis for implementing the four objectives of the state's artistic and cultural development: protection, development, use and orientation. The state's task of developing arts and culture yields various results of progress in artistic and cultural development, which can be quantified by covering the seven dimensions of the arts and culture development index (cultural, economic dimensions, education, socio-cultural resilience, cultural heritage, cultural expression, cultural literacy, gender equality).

According to the researchers, the works of art brought by the Semarang city manager were in the form of cultural art.

2. funding strategy

The revitalization of Semarang Old City was initiated by the Semarang Old City Area Management Agency and assisted by the PUPR Ministry, the Director-General of Human Settlements, the Central Java Regional Settlement Infrastructure and the Semarang City Government. The revitalization is accompanied by using old buildings in the Semarang Old City area as an economic and commercial zone. The building is used and turned into an office, restaurant, cafe and even a tourist destination far from giving the impression of a poor and crime-prone neighbourhood. In addition, the City of Semarang also uses other buildings, such as art galleries and the location of UMKM product exhibitions, to further present the potential of UMKM in Semarang to visitors to the Old City.

Results of the research carried out by the researchers, revitalization of the old city, first phase The city government of Semarang, with the help of BPK2L and the Director-General of the People's Settlements of the Ministry of PUPR, carried out the utilization of the territory. Semarang Old Town for convenience. It can be used as a tourist attraction, including providing premises and infrastructure such as PDAM channels, telephone and electric cables. In addition, in 2017, the first phase of the Semarang Old Town revitalization program began, with long seats, trash cans, and lighting for the main streets and sidewalks. In the first phase, the problem of revitalizing the old town of Semarang is complex. Sterilizing street vendors (PKL). Trafficked in the old town, and much more bullying and even prostitution are the biggest problem and challenges for the Semarang city government to revitalize the old town.

The funding strategy for the recovery program is part of the Semarang City Government's tourism strategy and program. Revitalization is also an effort to increase the potential of the city of Semarang as a tourism area to significantly contribute to the implementation, development and empowerment of Semarang city government assets. The success of the Semarang Old City Revitalization Program will certainly not be bypassed by careful planning that goes through several stages to create the desired condition.

3. Administrative Strategy

The Old City is managed by the Semarang City Culture and Tourism Office and the Semarang Old Town Area Management Agency. The Semarang Old City Area Management Agency has been the authority to manage Semarang Old City since its inception in 2007. The main aspect that needs to be taken into account since the establishment of BPK2L is the revitalization and pre-management of the old town area and the protection of the old town. Buildings and improve the quality of the environmental fabric.

According to the Semarang Mayor's Decree no. 12 2007, "On the Establishment, Organizational Structure and Procedures of BPK2L", BPK2L is a non-structural institution whose membership includes elements of government, the private sector and the community, which are subordinate to the mayor and accountable to him through the Regional Secretary. BPK2L is authorized to exercise part of its management to preserve and revitalize the Old City area. Based on this understanding, the presence of BPK2L in FGD is significant. The task of BPK2L is to manage, develop and optimize the potential of the Old City area through the conservation, recovery, maintenance and control of the Old City area of Semarang.

The results of interviews with the Old Town administration have shown that year after year, progress is becoming more attractive, more structured and what the community expects, both locally and foreign tourist. This is the result of research and a convincing approach to the population of Kota by the manager and various parties involved, such as the Ministry of Public Works and Public Housing (PUPR), the Semarang City Government, and the Office of Culture and Tourism of Semarang.

4. Promotion Strategy

The Semarang City of Culture and Tourism and the Old City Area Management Agency (BPK2L) implement various strategies for promoting Semarang Old City tourism facilities, one of which is a combination of promotions, which is a combination of strategies to implement promotional strategies. Achieve the goal of becoming a tourist attraction. Widely recognized by the public and rich in visitors, this will increase the region's income and may increase the population's income. These elements are tools for marketing communicators to communicate with visitors or tourists. Several elements make up a marketing communication called a combination of marketing communication or a mix of advertising because it is a means of promoting advertising. The means of

communication that can be used by the tourist office include the use of strategies:

1. Media advertising
2. Direct marketing
3. Sales promotion
4. Personal sales
5. Interactive marketing
6. Public Relations

The results of the research conducted by the researchers, the efforts of the Tourist Office with the various strategies used, of course, led to better opportunities for the tourist site than originally given to visitors due to the lack of various ancillary facilities and abandonment, now Semarang Old City is very popular. In demand by society, especially during the millennial generations.

The government continues to develop the existing potential of the city of Semarang to make it a tourist destination, one of the potential tourist areas, namely the old city of Semarang. Several tourists visit and enjoy the atmosphere of the old town with a variety of amenities, including ample parking and toilets. The Old City area has all the facilities and infrastructure the government provides every year, including toilets, photo rooms and parks. The tourist area of the old town also offers various alternative routes, such as sightseeing tours of the old town food tourism.

Among the promotional efforts made by Semarang Old Town administrators and creative figures is the use of technology during the pandemic, one of which is a virtual tour of the city using a zoom platform. The walking tour is guided by the guide of the old town.

The advertising strategies of the City of Semarang, Office of Culture and Tourism include the opportunity to actively promote on social media and create a new atmosphere in collaboration with the local community, building personal facilities to attract tourists to visit these natural sites and earn money in the region. Benefits to the city of Semarang.

According to the promotion strategy implemented by the Semarang City Culture and Tourism Bureau and the Old City Spatial Planning Agency (BPK2L), the combination

of promotion can be explained as follows: 1). The use of advertising in the press and advertising in electronic media. Packaging, brochures. 2). Direct marketing communicates directly with the public or certain tourism. Some important aspects of integrated marketing communication are tourism insights, data to support consumer-level decision-making, media integration and communication between stakeholders - all aspects that need to be improved to manage communication in the digital age. One of the strategies pursued by the Tourist Office is to create accounts on social networks with direct answers, such as creating an Instagram account for questions and answers about the premises and promotions directly managed by the staff of the Tourist Office. Therefore, the Tourist Office can advertise tourism in Semarang Old City directly to people who have accounts on these social networks. 3). Sales promotion, including direct communication with the community by organizing events in Semarang Old City so that people attending the events can see and visit the tourism in Semarang Old Town, e.g. art exhibitions. Visual arts, music and cultural carnival events, and events organized by various communities under the auspices of BPK2L, took place in the Old City district of Semarang to provide entertainment to the public. This activity is also an effort to preserve the traditional arts and culture of the city of Semarang so that the people attending the event are aware of it and, of course, return to the place of sightseeing. 4). Private sale by the Tourist Office during the event, later by the Tourist Office, which was actively involved in organizing trips and presentations to promote tourism in the old city of Semarang among the people attending the event. 5). Interactive marketing with Instagram social networks. Because the Internet is a global computer network, it has been proven to facilitate communication and promotion of these natural attractions, quickly showcasing the natural beauty and panorama of Semarang's Old City to attract tourists. 6). Public relations

by The Department of Culture and Tourism, the Semarang Old City Spatial Planning Agency (BPK2L), journalists and the general public are in touch to promote tourism in Semarang Old Town.

Content provided by creative actors Kota Lama Semarang in an Educational Context

The content discovered by researchers in this study of creative actors in Semarang Old City encompasses the educational and cultural content presented by creative actors in Semarang Old City.

The results of this study were obtained by researchers from interviews with executives, creative actors and the general public. The creative directors and actors explained the content of the performances of the creative actors and executives in Semarang Old Town. On the contrary, the general public explained the impact of the content of the presentations by Semarang Old Town leaders and creative figures.

1. Educational Content

One of the efforts that can be made to increase the potential of human resources in education and training. Creative actors are individuals/actors in the tourism industry who interact or interact directly or indirectly with all components of tourism. Creative actors play an important role in driving the wheels of this industry. With creative actors with good competencies, the goal of education can be achieved optimally.

The results of the research carried out by the researchers and the educational content carried out by the supervisor - to organize training for creative actors in the form of seminars and training, such as training to become a travel guide, providing aspects to be considered by creative actors. In its implementation, the proficiency check is considered a requirement to become a professional travel guide in the Old City.

Meanwhile, education for the general community is the indirect or explicit presentation of educational content, such as a map of the old town or a map that allows

visitors to learn more and graphically about the geographical old town. The Semarang Art Gallery is also educational content for the general public to understand or view the works of the artists on display at the Semarang Art Gallery. Then there are some signs in English and Indonesian so visitors can also learn English for tourism purposes.

2. Cultural content

In developing the Old City as a tourist destination, the role of the Semarang City Tourist Office is to oversee and develop programs to socialize the revitalization program of the Semarang Old City area, including the existence of artistic and cultural activities.

According to a study by researchers, the cultural content presented by creative actors in Semarang Old City is 1). Semawis Market: One of the key events in the Semarang Old Town Chinatown area was launched by Kopi Semawis (Semarang Chinatown Community for Tourism), which began in 2004. This event takes place every Friday, Saturday and Sunday every week for visitors or tourists. Take advantage of the time and enjoy the culinary market at night. In addition, visitors or tourists are served by performances of Chinese ethnic arts and culture, such as classical opera, wayang potent, lion dance, Wushu, the art of calligraphy, and traditional Chinese medicine. 2). Cultural Carnival and "Ogoh-Ogoh" Parade: A cultural plan was created to commemorate the *Hindu Nyepi* Day in the city of Semarang and its environs. The essence of the Carnival of Culture and the ogoh-ogoh parade is to confirm that the city of Semarang is favourable. The carnival comprises various kinds of cultural arts from all the religions of Semarang. 3). Garuda Art Festival Park: This activity was started by the Semarang Art Community and had been running regularly since 2013. To provide the Old City with aesthetic activities, thus turning the Old City into an art and cultural asset. The session was filled with various art programs, including comics, wpap, photography, workshops, *batik*, *wayang*, crafts, traditional dances,

monologues, history, culture, literature, sketches, drawings, paintings, and stencils, tattoos, frescoes, chalk. *Henna*, collage, jazz, blues, classical, ethnic, pop-rock, *keroncong*, *karawitan*, ballad, experimental, DJ, poetry, theatrical monologue. 4). Old City Festival: Organized on the initiative of the Ministry of Tourism and Creative Economy, the festival takes place regularly every year in September. The event was presented starting with *wayang* art, UMKM, foods, *keroncong* orchestra and others.

The Tourist Office has compiled a calendar of tourism activities to include the people and tourists of Semarang City in the revitalization program in the Semarang Old City area. In addition, the Tourist Office engages in joint activities with Semarang city communities in the Semarang Old City area. The Tourist Office helps communities wishing to operate in the Semarang Old City area to provide good value to the community. The Semarang city government is expected to have a two-way process towards the community. Conversely, revitalizing the Semarang Old City area as a safe and convenient tourist destination for tourists and the entire Semarang city community.

Conservation Education Strategy

The conservation education strategy identified by the researchers in this study includes conservation education for Old City managers and visitors or tourists in Semarang Old City.

Researchers gained a strategy for environmental education through interviews with administrators, creative actors, and the general public. Leaders and creative figures explained the conservation strategies they had implemented in the ancient city of Semarang. On the contrary, the general public explained the impact of the environmental education strategy pursued by administrators and creative actors in the old city of Semarang.

1. Types of nature education

Support the acceleration of the Semarang Old City settlement. Management

to preserve the territory of Semarang Old City is an important step toward integrating and synchronizing various programs and activities aimed at improving the environment and construction conditions to exploit, mobilize and develop the community economy and society. According to the researchers, the right way to manage is to strengthen the institutional governance of the Semarang Old City, with the active participation of the executive, the legislature, the community (building owners) and academics, as well as collaboration with the community communities, professional associations and city government working groups.

The institutional governance of Semarang Old City consists of various elements for structuring, regulating and developing investment/economy. This managing authority is independent in the management, regulation and development of investments. It must therefore draw up a Standard Operating Procedure (SOP) for the various activities to be carried out in the Old City of Semarang. This SOP will be useful in guiding and controlling development in the Kota Lama Semarang area using conservation principles.

In addition, the Semarang Old City Land Management Agency is also responsible for implementing development programs that have been documented in government policies using fair procedures.

The government's efforts include preserving up to 105 Dutch heritage buildings in Semarang's old City to make them a community tourist destination. There are 245 buildings in the Old City district, 177 privately owned and 68 buildings owned by businesses, both public and private, and 105 buildings will be preserved. Among the buildings to be preserved are the 31 buildings Jalan Letjen Soeprapto, 6 buildings in Jalan Mpu Tantular and 7 buildings in Jalan Merak.

2. Conservation Education for managers

The growing awareness of the community and the government has led to

various conservation efforts both within and with the policies governing the protection of Semarang Old City. The following are some of the policies for the protection and preservation of the Semarang Old City area: Semarang Second Level Municipal Regional Regulation no. 4 on Detailed Urban Spatial Planning (RDTRK) III (Northern District and Western District) of the Semarang Urban Area Level (BWK) of the Second Tier Regional Municipality 1995-2005. and 2003 Semarang City Regional Regulation no. 8 on Semarang Old City Construction and Environmental Planning (RTBL).

In addition to this policy, July 12 Mayor's Decree no. 12 "Regarding the establishment, organizational structure and working procedures of the Semarang Old Town Spatial Planning Agency (BPK2L), which employs cultural heritage protection experts, researchers. And the practice of the city of Semarang. Having the right to exercise part of the powers of preservation and revitalization of the Old City area, the task of BPK2L is to manage, develop and optimize the potential of the Old City by implementing conservation, revitalization, maintenance and control measures from the old city area.

Conservation education for visitors

Many people expect the Semarang Old City area to remain a protected and historic tourist area. The law protects the cultural heritage and local norms of Semarang Old City. However, so far, the city government of Semarang has not made any serious efforts to preserve it, so many buildings are unattended or damaged, and some are even collapsing. As the Old City is one of the protected cultural heritage sites, the education provided by administrators and creative actors is always designed to keep the Old City area clean and to prevent vandalism in the Old City area of Semarang. Research results by researchers and creative actors provide visitors with education per the regional regulations conveyed in training. Creative actors share history and differences with the Old City or Old City of

Indonesia, as the creative actors argue that the education of the Old City is very broad, as opposed to being discussed with the Old City or other ancient cities from Indonesia.

CONCLUSION

The Arts-Based Semarang Old City Revitalization Strategy was initiated by the Semarang City Government through the Semarang City Culture and Tourism Office in collaboration with the Semarang Old Town Territorial Management Agency (BPK2L) and the Director-General of the Ministry of PUPR. The Director-General Human settlements, the infrastructure of Central Java's regional settlements, have developed several policies, including the revitalization of Semarang's Old City, making the Old City a UNESCO World Heritage Site. Due to certain changes and existing infrastructures, the urban area satisfies tourists or visitors with the artistic revitalization of creative actors to make visitors or tourists feel comfortable and safe. The advertising strategy pursued by the creative characters has also led to a breakthrough, one of which is to organize a virtual tour of the city using a zoom platform, organizing a walking tour led by an ancient city guide. Creative actors have also called for a conservation strategy to keep the tourist area of Semarang Old Town clean and unspoiled.

REFERENCES

- Arikunto, S. (1991). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Ariyani, N. I., & Nurcahyono, O. (2018). Digitalisasi Pasar Tradisional: Perspektif Teori Perubahan Sosial. *Jurnal Analisa Sosiologi*, 3(1), 1–12.
- Daymon, C., & Holloway, I. (2002). *Qualitative Research Methods in Public Relations and Marketing Communications* (Second Edi). Routledge.
- Dharmestha, B. S., & Handoko, T. H. (2008). *Manajemen Pemasaran: Analisa*

- Perilaku Konsumen (1st ed.). Penerbit BPFE.
- Dilfa, Alrizka Hairi., Hartono., & Florentinus, Totok Sumaryanto. 2020. Representation of Environmental Based Arts Education: A Case Study of Cultural Heritage through the Balahak Performance in Siulak Mukai Kerinci Jambi. *Catharsis*. 9(2)
- Freud, S. (1983). *Sekelumit Sejarah Psikoanalisis* (Bartens (ed.)). PT Gramedia.
- Gazali, M. (2017). *Respon Estetik Anak-anak di Lingkungan Sekitar terhadap Lukisan Primitif Gua Leang-leang*. Universitas Negeri Semarang.
- Ibrahim. (2015). *Metodologi Penelitian Kualitatif*. Alfabeta CV.
- Kemendikbud. (2016). *Analisis Kearifan Lokal Ditinjau dari Keragaman Budaya*. In Pusat Data dan Statistik Pendidikan dan Kebudayaan (PDSPK). Pusat Data dan Statistik Pendidikan dan Kebudayaan.
- Kunjuraman, Velan., Hussin, Rosazman., & Aziz, Roslizawati Che. (2022). Community-based ecotourism as a social transformation tool for rural community: A victory or a quagmire?. *Journal of Outdoor Recreation and Tourism*. 39
- Lorentius, G. (2017). Perubahan Sosial dalam Kehidupan Bermasyarakat. *Jurnal Kateketik Dan Pastoral*, 2(Vol 2 No 2 (2017)), 53–67.
- Marius, J. A. (2006). Perubahan Sosial. *Jurnal Penyuluhan*, 2(2).
- Maryati, I., Rukayah, S., & Sudarwanto, B. (2015). Pengaruh Alih Fungsi Bangunan Cagar Budaya Lawang Sewu Semarang dalam Persepsi Masyarakat untuk Mewujudkan Tujuan Revitalisasi. *Teknik*, 36(1), 54–60.
- Marcotte, Pascale & Bourdeau, Laurent. (2012). Is the World label used as a promotional argument for sustainable tourism?. *Journal of Cultural Heritage*
- Management and Sustainable Development. 2
- Masyhudianti, U. K., Masithoh, H., & Khoirunnisa, K. (2018). a Teacher's Beliefs and Practices of Using Video To Teach Speaking: a Case Study At Sma As-Salam Surakarta. *Vision: Journal for Language and Foreign Language Learning*, 7(1), 11.
- Nahak, H. M. . (2019). Upaya Melestarikan Budaya Indonesia di Era Globalisasi. *Jurnal Sosiologi Nusantara*, 5(1), 65–76.
- Pangestika, N. W. (2019). Revitalisasi Garapan Musik Jemblung oleh Sanggar Blakasuta di Kabupaten Banyumas. Universitas Negeri Semarang.
- Prabowo, S. D., & Setiawan, E. B. (2015). Sistem Pendukung Keputusan Revitalisasi Terhadap Bangunan dan Kawasan Cagar Budaya Kota Bandung di Disbudpar Kota Bandung. *Komputa : Jurnal Ilmiah Komputer Dan Informatika*, 2(2).
- Priatmojo, D. (2009, November). Revitalisasi Bangunan Cagar Budaya : Konservasi + Nilai Ekonomi + Manfaat Bagi Masyarakat Luas. *Buletin Penataan Ruang*.
- Prima, Empiri Tahya., Cahyono, Agus., & Jazuli, Muhammad. (2020). A Revitalization of Tandhakan Wedok Dance in Jatiguwi Village, Sumberpucung District, Malang Regency. *Catharsis*. 9(2)
- Puspitasari, A. Y., & Khasana Ramli, W. O. S. (2018). Masalah Dalam Pengelolaan Kota Lama Semarang Sebagai Nominasi Situs Warisan Dunia. *Jurnal Planologi*, 15(1), 96.
- Rafsyanjani, M. A., & Purwantiasning, A. W. (2020). Kajian Konsep Teori Lima Elemen Citra Kota pada Kawasan Kota Lama Semarang. *Arsir*, 3(2), 47.
- Rhangga Adhiyaksa, M. S. I. (2020). Kajian Elemen Citra Kota pada Kawasan Simpang Lima Semarang. *Imaji*, 9(1), 91–100.

- Rohidi, T. R. (2011). *Metodologi Penelitian Seni*. Cipta Prima Nusantara.
- Rosana, E. (2011). Modernisasi Perubahan Sosial. *Jurnal TAPIS*, 7(12), 1–30.
- Sachari, A. (2006). Menafsir Pendidikan Multikultural dalam Mata Pelajaran Seni Budaya (Seni Rupa) di Tingkat SMA. *Kagunan*.
- Sadguna, I. M. G. I., & Suratni, N. W. (2019). Komunikasi Musikal Dalam Seni Pertunjukan Bali: Studi Kasus Tari Barong Ket. *Segara Widya*, 7(2), 104–116.
- Sarantou, Melanie., Kugapi, Outi., Huhmarniemi, Maria. (2021). Context Mapping for Creative Tourism. *Annals of Tourism Research*. 86
- Schwandt, T. A. (1996). *Qualitative data analysis: An expanded sourcebook*. In *Evaluation and Program Planning* (Vol. 19, Issue 1). SAGE Publications. [https://doi.org/10.1016/0149-7189\(96\)88232-2](https://doi.org/10.1016/0149-7189(96)88232-2)
- Soemarjan, & Soelaeman. (1964). *Setangkai Bunga Sosiologi*. Penerbit FEUI.
- Sugiarto, E. (2019). *Kreativitas, Seni dan Pembelajarannya*. Yogyakarta: LKiS.
- Sugiarto, E. (2021). *Pendidikan Seni Berbasis Masyarakat: Pandanga Paradigmatik untuk Arah Pendidikan Seni*. Semarang: LPPM UNNES.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif dan R&D*. Alfabeta CV.
- Sugiyono. (2016). *Metode Penelitian - Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta CV.
- Suhaya. (2016). Pendidikan Seni sebagai Penunjang Kreatifitas. *Jurnal Pendidikan Dan Kajian Seni*, 1(1), 1–15.
- Syauhid Sukma Dinata, N. (2004). *Metodologi Penelitian Pendidikan*. PT. Remaja Rosda Karya.
- Tjiptono, F. (2008). *Strategi Pemasaran* (3rd ed.). ANDI.
- Tylor, E. . (1871). *Primitive Culture*. Brentano's.
- Ultari, Masyitah., Triyanto., Hartono. 2019. Educational Values in the Sama Dance in Blangkejeren Gayo Lues. *Catharsis*. 8(4)
- Virdianti, E., Vatrina, S. A., & Angkasa, D. P. (2018). Citra Visual Koridor Kawasan Kota Lama Semarang Ditinjau dari Potensi Wisata Edukasi Arsitektur Heritage. *Jurnal Rekayasa Hijau*, 1(1), 11–22.
- Wolah, F. F. C. (2016). Peranan Promosi dalam Meningkatkan Kunjungan Wisatawan di Kabupaten Poso. *Acta Diurna*, v(2).
- Yuliati, D., Susilowati, E., & Suliyati, T. (2020). *Riwayat Kota Lama Semarang dan Keunggulannya sebagai Warisan Dunia* (Rukardi (ed.)). Sinar Hidoep.
- Zaenuri, A. (2005). *Estetika Ketidaksadaran: Konsep Seni menurut Psikoanalisis Sigmund Freud (1856-1939)*. Harmonia: *Jurnal Pengetahuan Dan Pemikiran Seni*, VI(3).