

Utilization and Preservation of Colonial Houses with Creative Economic Enterprises

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Abstract

Semarang City as a city that has grown since the Dutch colonial period as a city of trade and services, has until now inherited various types of colonial buildings with various typologies, such as office buildings, markets, schools, hospitals, churches and residential houses. For residential buildings, the location is spread in various areas in the city of Semarang. Colonial houses are generally more than 80 years old, built in the early 20th century and included in the category of cultural heritage buildings as written in the provisions of Law No. 11 of 2010 concerning Cultural Heritage. In its development to date several colonial houses have been used as places of business activities such as restaurants, offices or for boarding houses. The research aims to find out how the use of space in colonial houses for businesses as well as the form of building preservation efforts. The study was conducted by descriptive qualitative method by taking 4 samples purposively. The results of the study show that the architectural forms of colonial residences tend to be maintained, there are only adjustments to the interior space for activities and businesses.

Keywords: *colonial house, utilization, preservation, creative economic effort*

I. INTRODUCTION

Along time ago colonial buildings were seen as old buildings that had no economic potential. Some even just left it, unkempt, damaged and even collapsed. In the current development, with the issuance of Law No. 11 of 2010 concerning Cultural Heritage, providing an opportunity to utilize cultural heritage buildings as a place of economic activity. Therefore some colonial houses in Semarang which were not used at the time, have now been converted into places for economic business activities. The business activities in this colonial house include being a restaurant, café, photo studio, gallery, and business office.

One of the advantages of using a colonial house as a place of business, especially the modern colonial houses which were built in the early 20th century, generally are on the side of the road and have ample land. With the spatial layout and forms of colonial architecture that are typical of colonial houses, the opportunity to be used as a place of business. Adaptation to the space in a colonial house is needed to use it as a place of business.

The concept of Adaptive Reuse as an Alternative to Conservation

Adaptive Reuse is a process of modifying or changing something to replace its function with a new function by leaving the old function. As the times progress and the development of increasingly sophisticated technology makes people often forget about things that smell of history. Today many unused old buildings and buildings are left to be damaged and just collapse. In fact there are those who say "let the building be destroyed" and some even suggest that the old building that was damaged and not inhabited by the slum was eliminated from the place. This happens because some people assume that the existence of an unused place or building only causes pollution. (*Saputra, Handri. Purwantiasning, Ari Widyati, 2013*)

The Importance of Preserving Cultural Heritage Buildings

Important cultural reserves to be preserved and managed appropriately through protection, development and utilization efforts in order to advance national culture for the greatest prosperity of the people as spirit in the Cultural Heritage Act No. 11 of 2010. (Syaifullah, Muhammad. Wibowo, Basuki 2016)

Creative Economy

Creative Economy is the creation of value-based ideas based on the creativity of human resources (creative people) and science-based, including cultural and technological heritage. (Indonesian Ministry of Tourism and Creative Economy, Creative Economy: 2015-2019 Medium-Term Action Plan, p.22)

In Indonesia, there are 15 sub-sectors of the creative economy developed, from the previous 12 sub-sectors. The creative economy sub-sector in question is architecture, design, film, video and photography, culinary, craft, fashion, music, and control and printing. In addition, it includes interactive games, advertising, research and development, fine arts, performing arts, information technology, and television and radio. (Noviyanti, Ririn 2017)

Based on the mapping study of the creative industries that have been conducted by the Ministry of Commerce of the Republic of Indonesia. One sub-sector which is a creativity-based industry is: Architectural Subsection which means creative activities related to building blueprints and production information include: garden architecture, urban planning, construction cost planning, heritage building conservation, auction documentation etc. (Noviyanti, Ririn 2017)

There are several things that are characteristic of the creative economy, namely: (1) Collaboration between various actors who play a role in the creative industry is needed, namely intellectuals (intellectuals), business world, and government, which are fundamental prerequisites. (2) Based on ideas or ideas. (3) Development is not limited to various business fields. (4) The concept that is built is relative. (Sumar'in, Andiono, Yuliansyah, 2017)

Cultural Heritage Objects as Tourism Potential and Creative Economy

In Indonesia, as is known, the government has actually realized the importance of developing a creative economy. This was apparent when the government established 2009 as the Year of Creative Economy and issued Presidential Instruction Number 6 of 2009 concerning the Development of Creative Economy. The development of the creative economy before the Ministry of Tourism was changed to the Ministry of Tourism and Creative Economy was implicitly under the Ministry of Trade. The Ministry of Trade followed up the Presidential Instruction Number 6 of 2009 with the Creative Economy Development Plan for 2009-2025. (Syaifullah, Muhammad. Wibowo, Basuki. 2016)

The development of this industry is very possible given the richness of Indonesia with a wide variety of charms, ranging from nature, history, to culture, including utilizing cultural heritage objects as tourism potential and creative economy for people around these cultural heritage objects. (preservation opportunities). (Syaifullah, Muhammad. Wibowo, Basuki. 2016)

Patterns of Spatial Use in Residential Based Businesses

Houses can be a reliable "working capital" in developing family economic strength through Home Based Business (Silas in Wibisono, 2013).

Same is the expression from Lipton in Tipple (2000) which reveals that the resources in the house are money (money), time (time) and space (space). A house that is the business base of the economy will experience adjustments with increasing demand in line with its function as "capital". Residential homes that experience changes in function, due to the influence of business or economy are referred to as productive houses. The function of the house must be able to accommodate two different activities including household activities and production activities. This is made clear by Silas (2000) who states that houses in their functions are divided into two categories, namely houses that are used as a place to live without other activities and houses used for business or economic activities. (Arisngatiasih, Muktiali, Mokhammad, 2015)

II. RESEARCH METHODS

The study was conducted by descriptive qualitative method. The method of data collection was carried out by observing buildings with documentation of colonial buildings which were preserved by measuring buildings, recording the layout of the original building and its changes. The documentation study is intended to get an idea of the shape of colonial buildings seen from the structural, spatial and architectural aspects of the building. The interview method is carried out in the form of communication between researchers and a number of owners or users.

The research sample was determined using purposive sampling (*Creswell, 2009*), namely sampling carried out intentionally with a specific purpose in order to extract information regarding the approach to preserving colonial houses by the community independently related to the use of colonial buildings for independent businesses in Semarang. The samples taken are 4 houses that have been used as business places, including business offices, boarding houses, garden party venues for weddings and doctors' practice sites.

III. FINDINGS

Semarang City is a city that has quite a lot of historical heritage buildings, one of which is colonial buildings. In preserving colonial buildings, these buildings have the opportunity to be developed by means of creative economic ventures, such as colonial buildings which currently have become restaurants, photo galleries, etc. Colonial buildings with residential functions have the opportunity to be developed with creative economic endeavors such as in the case of 4 buildings such as, KS 15 House, Mr. Ari (Beringin), Ibu Juliati's (Dr. Cipto's) home, and Ibu Atik's (Jangli) home. The four buildings have very high potential opportunities in terms of residential area, the location of residential houses is very good to be developed into a creative economic business considering the current creative economy business is growing. With the existence of these creative economic efforts in addition to supporting the economy, they can also preserve their colonial buildings. Utilization of residential houses for businesses occupies a residential space such as a living room and family room and bedroom. In addition there are those who add buildings to expand business activities on the home page while preserving their residential buildings.

Status of Changes in Function and Ownership

Building Name	Change The Function of Colonial	Status of Land and Building Ownership (Early)	Status of Land and Building Ownership (End)
 House of Kyai Saleh 15	Residential Houses - Offices for Weddings, Co Working Space, etc.	Private Property Rights	Foundation Rights
 House of Mr. Ari (Jl. Beringin No. 8)	Housing - Architect Services Office	Private Property Rights	Private Property Rights
	Home - Home and Doctor's	Private Property	Private Property

 <p>House of Mrs. Juliati (Jl. Dr. Cipto No. 131)</p>	<p>Practice Room</p>	<p>Rights</p>	<p>Rights</p>
 <p>House of Mrs. Atik (Jl. Jangli Raya No. 1)</p>	<p>Residential Houses - Houses and Boarding Houses</p>	<p>Parent's Rights</p>	<p>Parent's Rights</p>

*Table Land and Building Ownership Status
 Source: Personal Analysis*

House of Kyai Saleh 15



*Pictures of Siteplan dan Denah Rumah KS 15
 Source : Private Document, 2018*

The house of KS 15 is estimated to have been built in 1890, owned by a Dutch citizen named Abraha Fletterman. As a building that is a legacy of the past that is worthy of respect, preserved and cared for. Fletterman's house was donated to the Mardi Waluyo Foundation in Semarang in January 2013 by the last owner of mother Elly Krisanti, a relative of Mrs. Fletterman as a tribute to Mrs. Corrie (wife of Mr. Fletterman) as one of the founders of the Mardi Waluyo Foundation Semarang. Currently the KS 15 home has been converted into a business place as a place for wedding rental, co-working space, and meetings.



Picture of Front and Side View of House of Mr. Ari
Source : Private Document, 2018

The 90% building facade is still original as the original. Changes are located on the roof of the tower that has been taken because the structure construction factor is getting weaker. As well as changes to the front fence that are made more closed because the current functional needs are turned into office and furniture workshops.

House of Mrs. Juliati (Jl. Dr. Cipto No. 131)



Pictures of Siteplan House of Mrs. Juliati
Source : Private Document, 2018

The house occupied by Dr. Juliati and Mr. Ipang is a legacy of Father Dr. Juliati namely Dr. Aditjipta. This house is still very well maintained because of the message from Alm. Dr. Aditjipta himself so that his children keep their belongings. Routine maintenance is done by painting and patching on original tiles that are often stretched. The last 15 years, a shop was built next to his house for doctors' practice and front house before the main house was used as a food stall.



Picture of Front View of House Mrs, Atik
Source : Private Document, 2018

The facade of the building still shows a strong Dutch colonial architectural style seen from the shape of the roof, the facade of the building facade and the thickness of the wall as a building structure. As well as the distinctive features of the frame shape also add strong value to this colonial building.

IV. CONCLUSION

From the four case studies examined above, it can be concluded that:

1. Colonial buildings in this case houses, have the opportunity to be preserved and used as a container for creative economic enterprises that will later support the economy and preserve colonial houses.
2. The use of colonial housing for business activities is adjusted to the character of its business and proportionally occupies the space in the colonial house according to the needs of the space according to the type of business, such as office and doctor's practice
3. Utilization of home yard land for the addition of business space is a form of adjustment to the character of the business space and efforts to preserve the house according to the original, such as boarding houses.
4. Large home land has the potential for various types of businesses that allow people to bring in such things as garden parties for weddings.
5. The use of colonial houses for creative economic business activities can take place simultaneously with the preservation of colonial homes, because income derived from business activities can be partially used for the preservation of buildings.

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