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EFFECTIVITY OF BRANDING DEVELOPMENT AREA IN A CITY (Linkage of Semarang Old City and Surroundings) Case Study : Trade area in Agus Salim street, Pekojan street between Semarang Old City and Chinatown

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Abstract

In A Research conducted on building performance at night, with case study in regional trade at Semarang (H.Agus salim and Pekojan street), we will find a similar character of the building facade and activity. Building are friendly in the morning and change as a unfriendly building at the afternoon until night. And this is very different with Semarang Old City or Pecinan's area, we can convenient to activity on there until night, however the 3 places are very close.

When someone walk across H.Agus Salim or Pekojan street, he will find a difeerent condition with Semarang Old City area or Pecinan area. The differences are lighting system and street furniture. In first Area (Semarang Old City and Pecinan) the people can find good lighting at night and clean tematic in street ornament but in second area (Pekojan and Agus Sali street) the people cannot find that. It means they will get a bad perception in second area.

If we can build a good branding in Semarang Old City and Pecinan area (make a good and positive perception) in the morning until night, we should do the same things for the second area. As a hypothesis, 2 different place will have similar brand if the people can find a similar visual design and similar activity with a special character to each others. Destination Branding will build on mind of the target if we promote with the same way (visualisation and region character).

In here we will used several method to find the real case on the subject, such as direct observation in the field and literature studies related to the development the Branding Area and the relation with presence in the surrounding area. Through this article expected to made a branding a region with fully integrated, but still can show the specific character on each place.

Keyword: Destination Branding, Promotion, Semarang Old City, regional trade, Semarang

Introduction

Pekojan and H. Agus Salim street known as a trading area in Semarang. We can find a lot of customer from the 08.00 AM until 05.00 PM. But we can't look at them (the customer) from 19 to 5. Very crowded in the morning until the late afternoon, change into a quiet area in the night. It's not normal as a big trading area in a city like Semarang. A famous trading area with completely product trading, in this time change into a quiet place at the night. Very different situation with surrounding area in there.

Surrounding that place we can find several area that are crowded from the morning until night. And that place are Semarang Old City (recreation, trading and amusement area) and Chinatown (trading, religious and amusement area). We can look at a same function but in the same time we looked very different situation between them.

The Hypothesis is people have a different image, different brand of them. And the question is can we develop the new brand for the research area depend on the famous place around.

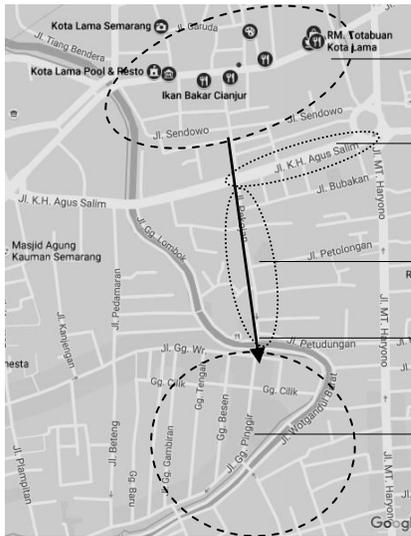
Condition of Research Area

When we walked across Pekojan and Agus Salim street, we will find different condition in there, Very crowded at the morning until late afternoon, and very quiet at night. However we will meet the same activities on there. Trading, people across there by vehicles. The research area are connecting 2 crowded area at the morning until night (Semarang Old Town and Chinatown). Many people feel comfort when they do anything at the morning until late afternoon, but they can not do that at late afternoon until morning.

People can find a lot of trading activity for so many product on Agus Salim or Pekojan Street, but they just only find sale of food and sticker seller in several street vendors. It makes the area will be quiet in the late afternoon to morning. Actually in that place should be able to meet a significant crowd, because Pekojan and Agus Salim street are the nearest way to connect between Semarang Old City and Chinatown. 2 specific place with a specific brand in Semarang.

Old Semarang City, is a part of Semarang Town who had a strong Brand as a region in Semarang city with specific building form and specific spatial pattern, like Dutch typical, and to be known as a little Netherland. So many people will easily reflected in the current atmosphere, when somebody talk about The Old City of Semarang. We will find the same thing while in Chinatown, Semarang. When somebody says Chinatown, the Brand of that place will be immediately be captured on the mind of people. The building form, special activities will make many people come to these location, because curiosity the new specific things that exist in that area. Many experiences and positive perception in there will also make a person will be visit to that place for the second time.

But if the brand of a place can not captured easily by potential visitors, the place will become increasingly rare to be used for community activities.



Semarang Old Town
(comparator area)

H. Agus Salim Street
(research area)

Pekojan Street
(research area)

Direction of circulation

Chinnatown
(comparator area)

Figure 1

Research area to
comparator

Resources : map of
google



Figure 2

Pekojan street at the
morning

Source : Researcher
documenting



Figure 3

Pekojan street at
night

Source : Researcher
documenting

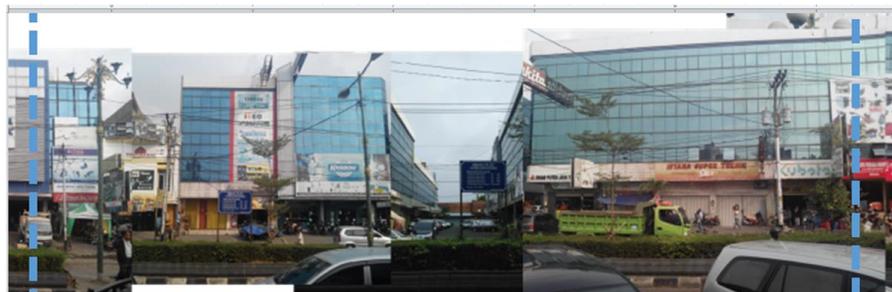


Figure 4

Agus Salim street at
the morning

Source : Researcher
documenting



Figure 5
Agus salim Street at night

Source : Researcher documenting

From figure 1 we can be seen that supposed Pekojan and H Agus Salim street are not quiet at night because the activity in Chinatown and Semarang Old City are very bustling activity, we can find the restaurant, market, street vendors and any others activity. But in fact we cannot look the same activity on the research location. The other fact is Agus Salim and Pekojan street are the shortest path from Semarang old city to Chinatown.



Figure 6
Semarang Old City at Night

Source :
Photography by Mr. Tjahjono Rahardjo



Figure 7
Chinatown Semarang at night

Photography by : Suyandi Liyis (maps.google.com)

IN the comparison place (Chinnatown and Old Semarang City) we can look a bright lamp, an adequate light to activities, predictable area, Public facilities users should not have an extra effort to predict something happen behind and surround them when they will do something on there. And we can not find the same situation in Agus Salim street or Pekojan street. A dark place, a little quantities of traders, long distances between traders and dead impression of place are perceived making people feel less comfortable to make an activities on there

Perception of Place

When we will make a comfort place for people we should know the needs of potential users. The Psychological impact is an important aspect to be considered when we develop a comfort place to activities. A comfort sense will be loose when someone spotted anything that can bring a fear. (Panero, 1979). Fears arise can be loaded when someone can not predict what will be happened a few meters behind them. A dark place, narrow alley, mob of uncertain activity, event a creepy graffiti. They can make a negative perception of a place.

The positive perception can be developed by give an attention for street users, especially pedestrians. If we can do that we almost can develop a good place for any positive activities (Rapoport, 1980)

A Positive perception of Exterior site can build with combination of clear design, constant users and natural surveillance. (Fernandez, 2005)

- Clear design means an environmental design (building, park or street furniture) what can give a lot of information around. No mysterious place around the people activities place.
- Constant Users means people who makes an activity on there feel homy, and they will not strange when activities on there.
- Natural surveillance means the people should not take an extra force to provide the environmental security

Perception is formed when someone observes something near him than make an interaction with surrounding, and predict what will be happen on there. It will be influenced by pattern of building layout, pattern of plant and street furniture layout, placement of outdoor lighting system, and pattern of pedestrians. A positive perception will be developed if we can make a comfortable area with the arrangement of the pattern.

In Pecinan we can see a variety of activities can be done at anytime someone want to do that. At the Semarang Old Town, we will find the same things. People have a secure area for them activity. It can formed by clear design of activity and place. Somebody can see everything around them on there, without fear of there that threaten him on there.



Figure 8
Activities in Chinnatown
Semarang and Semarang Old
City at night

Source: online

We should see at 6 elements to make a positive perception of a place, that are building form and shape, color, building, material, lighting system and form configuration in a place (Miller, 2004), if we can not find 2 item of that, we can not make a comfort place for user who will make an activity of there. If we have a good lighting system, but bad form configuration, it still make a negative perception, because it can makes the users feel uncomfot when they have an activity on there. But from previous studies that have been conducted and the results of interviews with some people got an opinion that the most influential of all the six factors are lighting and form factor. (Bayu, 2015)

Branding of A Place

Branding is a purpose to make something can be known for the public, either for product or an area/ Branding is not an attempt to manage an area, but rather to make things even known specificity of a place, which is expected to bring a positive perception so that people can get to know the area and the activity comfortably in place and then will spread information nice to be remembered by the broader community. (Juanim, 2015)

Strong Brand will be make a positive perception for the people (Aaker, 2012).

City branding assessment may be based on two things, (Yuli, 2011), (1). attributes, (something that can describe the character and complexion appeal exist in a city). (2). The message (a story constructed clever and fun so it's easy to be remembered by those who hear it and hopefully it will forward it to the other party), and both of these can be a differentiator that can provide the difference between one place to the others .

Developing a Brand of a Place depend The Other Place Arround

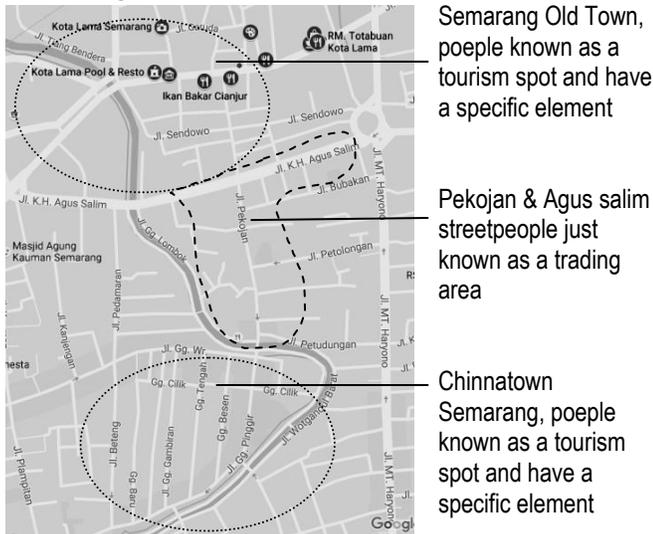


Figure 8
Place branding of Semarang Old City, Pekojan and Agus Salim street and Chinatown

From the interview obtained an information that the Old Town area of Semarang and Chinatown is a place with a positive perception in the morning and evening, while the area Agus Salim and Pekojan get a positive perception in the morning until

late afternoon, and the perception of a negative change in the afternoon until the morning, several users said it can happen because they can move with comfort. It caused all people can find all of the elements that builds a positive perception, and they are also immediately can catch a variety of things that can signed a strong branding of the area in the morning until late afternoon. The ideal lighting makes all forms of objects in front of them can be seen clearly.

The same things still found at Chinatown and Semarang Old City at the night, but it can't be found at Pekojan and Agus Salim street. We can not looked something clearly at night because in Pekojan and Agus Salim street until now we can't find an ideal lighting. It makes a different branding between night and morning. The darkness made a negative perception on there. A good Branding will be dissapeared. Good branding as a regional trade is complete and fun in the morning until late afternoon turned into worst branding at night because it can not be found the markers of the region, the shape of the building, street furnitureand the other elements of the city, the marker area or specific activity on that place.



Figure 9. Semarang Old Town at Night
Source : Photography of Google



Figure 10. Semarang Chinatown at night
Source : Photography of Google

From Figure 9 and 10 we can see everything clearly at night on Semarang Old Town and Chinatown, We can see form, path, color, human activity and many things on there. It makes a positive Perception and Good Branding for that places.



Figure 11 H. Agus Salim Street at night
Source: Researcher



Figure 12 Pekojan Street at night
Source : Researcher

Depend on figure 11 and 12 we can look if in Pekojan and Agus Salim street we can not see an ideal lighting, clearly form and clearly activities in there. People can't find a comfort area to make an activities here, because too dark in here. We just find a box shape of a building, but we can not know what the function of that building at night. Worst Branding, just Negative perception we can see on there.

Conclusion and Suggestion

Conclusion

We must make a positive Perception to build a good Branding for Pekojan and Agus Salim street by looking at good branding that has been applied in the old city of Semarang and Semarang's Chinatown. Positive perception in the morning at Pekojan and Agus Salim street should can be build at night until morning. Make a new branding on there by

Menaam re peneerangan point and change the appearance of the buildings that were there so they can appear a new brand by referring to the areas that will be trying to link. Expected to be used as the path to completing, if there are people who will be going from the Old city of Semarang into Chinatown.

Suggestion

To strengthen trade area in the Pekojan and Agus Salim street as well as a liaison between the Old Town area of Semarang and Semarang's Chinatown, so it's good Rebranding planned to make the region through illumination designs that can be

applied at the venue. We can make a new lighting source, not just a street furniture like a street lamp, but we can make a design of Store Name Board or billboard with a specific design, what can make a connecting between Semarang Old City and Semarang's Chinatown



Figure 13. Design of Billboard and Store name Board
Source : Researcher

Area	Semarang Old City	Pekojan and Agus Salim street	Semarang's Chinatown
Images			
Function	Night tour area	Connector and night tour area	Night tour area
Perception are expected to emerge	Positive Perception	Positive Perception	Positive Perception
Branding	Good Branding as A historical area	Good branding as a Trading area at the morning and connecting area at night	Good Branding as a cultural area

Table 1. Area, Perception Expected and Branding of a place

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