UNICHECK

Doc vs Internet + Library

97.02% Originality	**2.98%** Similarity	**9** Sources

Web sources: 8 sources found

1. http://temuilmiah.iplbi.or.id/wp-content/uploads/2015/11/TI2015-D-023-030-Pengaruh-Pencahayaan…	1.49%
2. https://www.scribd.com/document/369518167/Trikonomika-PengaruhCityBrandingterhadapImageof…	1.2%
3. http://temuilmiah.iplbi.or.id/pengaruh-pencahayaan-pada-bangunan-di-malam-hari-terhadap-pemben…	0.62%
4. http://repository.unimal.ac.id/703/1/Pengaruh%20Atribut.pdf	0.55%
5. http://temuilmiah.iplbi.or.id/prosiding-temu-ilmiah-iplbi-2015	0.55%
6. http://id.portalgaruda.org/?ref=browse&mod=viewjournal&journal=5913	0.51%
7. http://download.portalgaruda.org/article.php?article=175491&val=5913&title=Analisis%20Harga%20…	0.29%
8. https://dahalrobinblog.wordpress.com	0.29%

Library sources: 1 source found

TI2015-D-023-030-Pengaruh-Pencahayaan-pada-Bangunan-di-Malam.pdf	1.49%

▮ Similarity		▮ Citation	
▮ Similarity from a chosen source		▮ References	
abc Possible character replacement			

\

EFFECTIVITY OF BRANDING DEVELPOPMENT 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 Chinnatown

Bayu Widiantoro
Visual Communicatioin Design, Soegijapranata Catholic Uiversity, Indonesia, widiantoro@
Robert Rianto Widjaja
Visual Communicatioin Design, Soegijapranata Catholic Uiversity, Indonesia, robert@u
Peter Ardhianto,
Visual Communicatioin Design, Soegijapranata Catholic Uiversity, Indonesia, peter.ardhianto@

Abstract

In A Research conducted on building performance at night, with case study in regional trade at Semarang (H.Agu. Pekojan street), we will find a similar character of the building facade and activity. Building are friendly in the morning and unfriendly building at the afternoon until night. And this is very different with Semarang Old City or Pecinan's area, we can 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 Pecinan area. The differences are lighting system and street furniture. In first Area (Semarang Old City and Pecinan) the pe good lighting at night and clean tematic in street ornament but in second area (Pekojan and Agus Sali street) the people cann 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 until night, we should do the same things for the second area. As a hypothesis, 2 different place will have similar brand if th find a similar visual design and similar activity with a special character to each others. Destination Branding will build on mind 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 an studies related to the development the Branding Area and the relation with presence in the surrounding area. Through this ar 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

1

Introduction

Pekojan and H. Agus Salim street known as a trading area in Semarang. We can find a lot of customoer from the
AM until 05.00 PM. But we can't looked them (the costumer) from 19 to 5. Very crowded in the morning until the late
, 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
completely product trading, in this time change into a quiet place at the night. Very different situation with surroundi
there.

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

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

Condition of Research Area

When we walked across Pekojan and Agus Salim street, we will find different condition in there, Very crowd
morning until late afternoon, and very quiet at night. However we will meet the same activites on there. Trading
across there by vehicles.The research area are connecting 2 crowded area at the morning until night (Semarang
and Chinnatown). Many people feel comfort when they do anything at the morning until late afternoon, but they can
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
of food and sticker seller in several street vendors. It makes the area will be quiet in the late afternoon to morning.
that place should be abe to meet a significant crowd, because Pekojan and Agus Salim street are the nearest way
between Semarang Old City and Chinnatown. 2 spesific place with a spesific brand in Semarang.

Old Semarang City, is a part of Semarang Town who had a strong Brand as a region in Semarang city with
building form and spesific spatial pattern, like Dutch typical, and to be known as a litle Netherland.So many people
reflected in the current atmosphere, when somebody talk about The Old City of Semarang. We will find the same thi
Chinnatown, Semarang. When somebody says Chinnatown, the Brand of that place will be immadiately be captur
mind of people. The buiilding form, special activities will make many people come to these locaion, because curious
spesific things that exist in that area. Many experiences and positive perception in there will also make a person wil
that lace for the second time.

But if the brand of a place can not capttured easily by potential visitors, the place will become increasingly ra
used for community activities.

Semarang Old Town
(comparator area)

H. Agus Salim Street
(research area)

Pekojan Street
(research area)

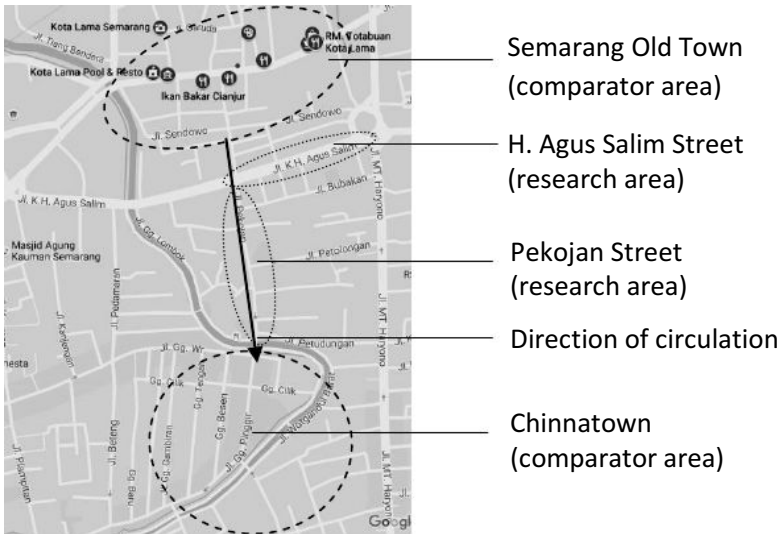Direction of circulation

Chinnatown
(comparator area)

Figure 1
Research area to
comparator

Resources : map google

Figure 2
Pekojan street at the morning

Source : Research
documenting

Figure 3
Pekojan street at
night

Source : Research
documenting

Figure 4
Agus Salim street at the morning

Source : Research
documenting

Figure 5
Agus salim Street a
night

Source : Research
documenting

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

Figure 6
Semarang Old City at Night

Source :
Photography by Mr. Tjahjono Rahardjo

Figure 7
Chinnatown Semarang at night

Photography by : Suyandi Liyis (maps.google.

IN the comparation place (Chinnatown and Old Semarang City) we can look a bright lamp, an adequate ligh predictable area, Public facilities users should not have an extra effort to predict smoething happen behind and when they will do something on there. And we can not find the same situation in Agus Salim street or Pekojan st place, a little quantities of traders, long distances betwees raders and dead impression of place are perceived m feel less comfortable to make an acivites on there

Perception of Place

When we will make a somfort place for people we should know the needs of potential users. The Psycolog an important aspect to be considered when we develop a comfort place to activities. A comfort sense will b someone spotted anything that can bring a fear. (Panero, 1979). Fears arise can be loaded when someone ca what will be happened a few meters behind them. A dark place, narrow alley, mob of uncertain activity, event a They can make a negative perception of a place.

The positive perception can be developed by give an aattention for street users, especially pedestrians. If 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 natura (Fernandez, 2005)

- Clear design means an environmental design (building, park or street furniture) what can give a lot of i arround. No mysterious place arround the people activities place.
- Constant Users means people who makes an activity on there feel homy, and they will not strange when a there.
- Natural surveillence 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 surro predict what will be happen on there. It will be influenced by pattern of building layout, pattern of plant and s layout, placement of outdoor lighting system, and pattern of pedestrians. A positive perception will be develo make a comfortble 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 Se Town, we will find the same things. People have a secure area for them activity. It can formed by clear design 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 O
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, material, lighting system and form configuration in a place (Miller, 2004), if we can not find 2 item of that, we can n comfort place for user who will make an activity of there. If we have a good lighting system, but bad form configura make a negative perception, because it can makes the users feel uncomfort when they have an activity on there. previous studies that have been conducted and the results of interviews with some people got an opinion that 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 attempt to manage an area, but rather to make things even known specificity of a place, which is expected to bring perception so that people can get to know the area and the activity comfortably in place and then will spread inform 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 and complexion appeal exist in a city). (2). The message (a story constructed clever and fun so it's easy to be remem those who hear it and hopefully it will forward it to the other party), and both of these can be a differentiator that ca the difference between one place to the others .

Developing a Brand of a Place depend The Other Place Arround
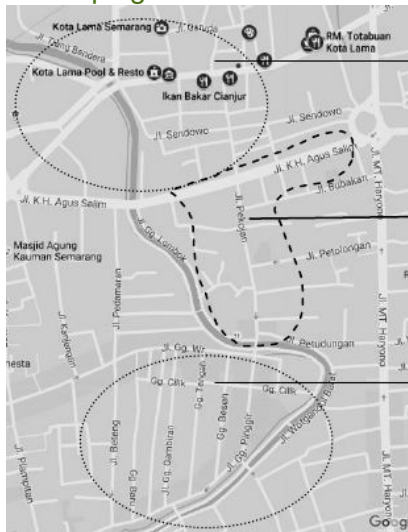
Semarang Old Towr poeple known as a tourism spot and hav a specific element

Pekojan & Agus sali streetpeople just known as a trading area

Chinnatown Semarang, poeple known as a tourism spot and have a specific element

Figure 8
Place branding of Semarang Old City, Pekojan and / Salim street and Chinnatown

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

late afternoon, and the perception of a negative change in the afternoon until the morning, several users said
because they can move with comfort. It caused all people can find all of the elements that builds a positive p
they are also immediately can catch a variety of things that can signed a strong branding of the area in the mo
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 a
street. We can not looked something clearly at night because in Pekojan and Agus Salim street until now we can
lighting. It makes a different branding between night and morning. The darkness made a negative perception o
Branding will be dissapeared. Good branding as a regional trade is complete and fun in the morning until late af
into worst branding at night because it can not be found the markers of the region, the shape of the bu
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 s
color, human activity and many things on there. It makes a posiive Perseption and Good Branding for that place

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 looked if in Pekojan and Agus Salim street we can not see an ideal lighting, clea
and clearly activities in there. People can't find a comfort area to make an activities here, because too dark in here. V
find a box shape of a building, but we can not known 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
that has been applied in the old city of Semarang and Semarang's Chinatown. Positive poerception in the morning a
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 ne
by referring to the areas that will be trying to link. Expected to be used as the path to completing, if there are people
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 Se
and Semarang's Chinatown, so it's good Rebranding planned to make the region through illumination designs that ca

Similarity
Similarity from a chosen source
abc Possible character replacement

Citation
References

applied at the venue. We can make a new lighting source, not just a street furniture like a street lamp, but we ca
design of Store Name Board or bilboard with a spesific design, what can make a connecting between Semarang
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 are	Night tour area
Perception are expected to emerge	Positive Perception	Positive Perception	Positive Perception
Branding	Good Branding as A histor 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

References

Panero, Julius and Zelnik Martin, 1979, Dimensi manusia dan ruang interior, PT Gelora Aksara Pratama, Jakarta

Rapoport, Amos, 1980, Human Aspect of Urban Form, Pergamon Press, British, England

Fernandez, Mary, 2005, Crime prevention and perception of safety in campus design, thesis in the school of landsca
    architecture, Lousiana state university

Miller& Schilit (2004), Perceptions of sense of self through interior of home, dalam jurnal housing & society, vol. 31 n

Widiantoro, Bayu, 2015, Pengaruh Pencahayaan pada Bangunan di Malam Hari terhadap Pembentukan Persepsi P
    Jalan di Kawasan Retail Kota Semarang, Article in Proceedings, Scientific Meeting, IPLBI, Sam Ratulangi, Ma
    Indonesia

Juanim, 2015, Pengaruh City Branding terhadap Image Of Urban Destination dan Dampaknya pada Post-Visit Behavior, Trikonor
    Volume 14, No. 1, Juni 2015, Hal. 66–75, ISSN 1411-514X (print) / ISSN 2355-7737 (online)

Yuli, Aditya. 2011. City Branding Sebagai Strategi Pengembangan Pariwisata Ditinjau dari Aspek Hukum Merek. Jur
Ilmu Hukum QISTI. 5

Similarity

Similarity from a chosen source

abc Possible character replacement

Citation

References