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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 unfriendly building at the afternoon until night. And this is very different with Semarang Old City or Pecinan's area, we can find 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 different condition with Semarang Old Pecinan area. The differences are lighting system and street furniture. In first Area (Semarang Old City and Pecinan) the people can get a good lighting at night and clean tematic in street ornament but in second area (Pekojan and Agus Salim street) the people cannot find 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 they find a similar visual design and similar activity with a special character to each others. Destination Branding will build on min 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 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 customor 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 surrounding there.

Surrounding that place we can find several area that are crowded from the morning until night. And that place 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 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 arround.

Condition of Research Area

When we walked across Pekojan and Agus Salim street, we will find different condition in there, Very crowded 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 Old City and Chinnatown). Many people feel comfort when they do anything at the morning until late afternoon, but they can not do anything at the 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 able to meet a significant crowd, because Pekojan and Agus Salim street are the nearest way between Semarang Old City and Chinnatown. 2 specifc place with a specifc 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 specifc spatial pattern, like Dutch typical, and to be known as a little Netherland. So many people reflected in the current atmosphere, when somebody talk about The Old City of Semarang. We will find the same thing in Chinnatown, Semarang. When somebody says Chinnatown, the Brand of that place will be immediately be captured mind of people. The building form, special activities will make many people come to these locaion, because curious specifc things that exist in that area. Many experiences and positive perception in there will also make a person will that lace for the second time.

But if the brand of a place can not captured easily by potential visitors, the place will become increasingly rare used for community activities.
Figure 1
Research area to comparator
Resources: map of 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
From figure 1 we can be seen that supposed Pekojan and H Agus Salim street are not quiet at night because activity in Chinnatown 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 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 comparison place (Chinnatown and Old Semarang City) we can look a bright lamp, an adequate light to activities, a predictable area, Public facilities users should not have an extra effort to predict something happen behind and 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 make them 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 aspect is an important aspect to be considered when we develop a comfort place to activities. A comfort sense will be developed if someone spotted anything that can bring a fear. (Panero, 1979). Fears arise can be loaded when someone can predict what will be happened a few meters behind them. A dark place, narrow alley, mob of uncertain activity, event atmosphere 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 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 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. He predict what will be happen on there. It will be influenced by pattern of building layout, pattern of plant and street layout, placement of outdoor lighting system, and pattern of pedestrians. A positive perception will be developed 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 Town, we will find the same things. People have a secure area for their 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 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, material, lighting system and form configuration in a place (Miller, 2004), if we can not find 2 item of that, we can not make comfort place for user who will make an activity of there. If we have a good lighting system, but bad form configuration, we can make a negative perception, because it can makes the users feel uncomfortable 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 information 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 space 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 make the difference between one place to the others.

Developing a Brand of a Place depend The Other Place Arround

![Place branding of Semarang Old City, Pekojan and Agus Salim street and Chinatown](Figure 8)

Figure 8

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.
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 perception, 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 a lighting. It makes a different branding between night and morning. The darkness made a negative perception or Branding will be dissapeared. Good branding as a regional trade is complete and fun in the morning until late afternoon until worst branding at night because it can not be found the markers of the region, the shape of the building, 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 posiive Perseption and Good Branding for that place.
Depend on figure 11 and 12 we can looked 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 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 branding that has been applied in the old city of Semarang and Semarang’s Chinatown. Positive poerception in the morning and Agus Salim street should 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 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 Semarang and Semarang’s Chinatown, so it's good Rebranding planned to make the region through illumination designs that can...
applied at the venue. We can make a new lighting source, not just a street furniture like a street lamp, but we can also have 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)

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<th>Area</th>
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<td>Good Branding as a cultural area</td>
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Table 1. Area, Perception Expected and Branding of a place
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