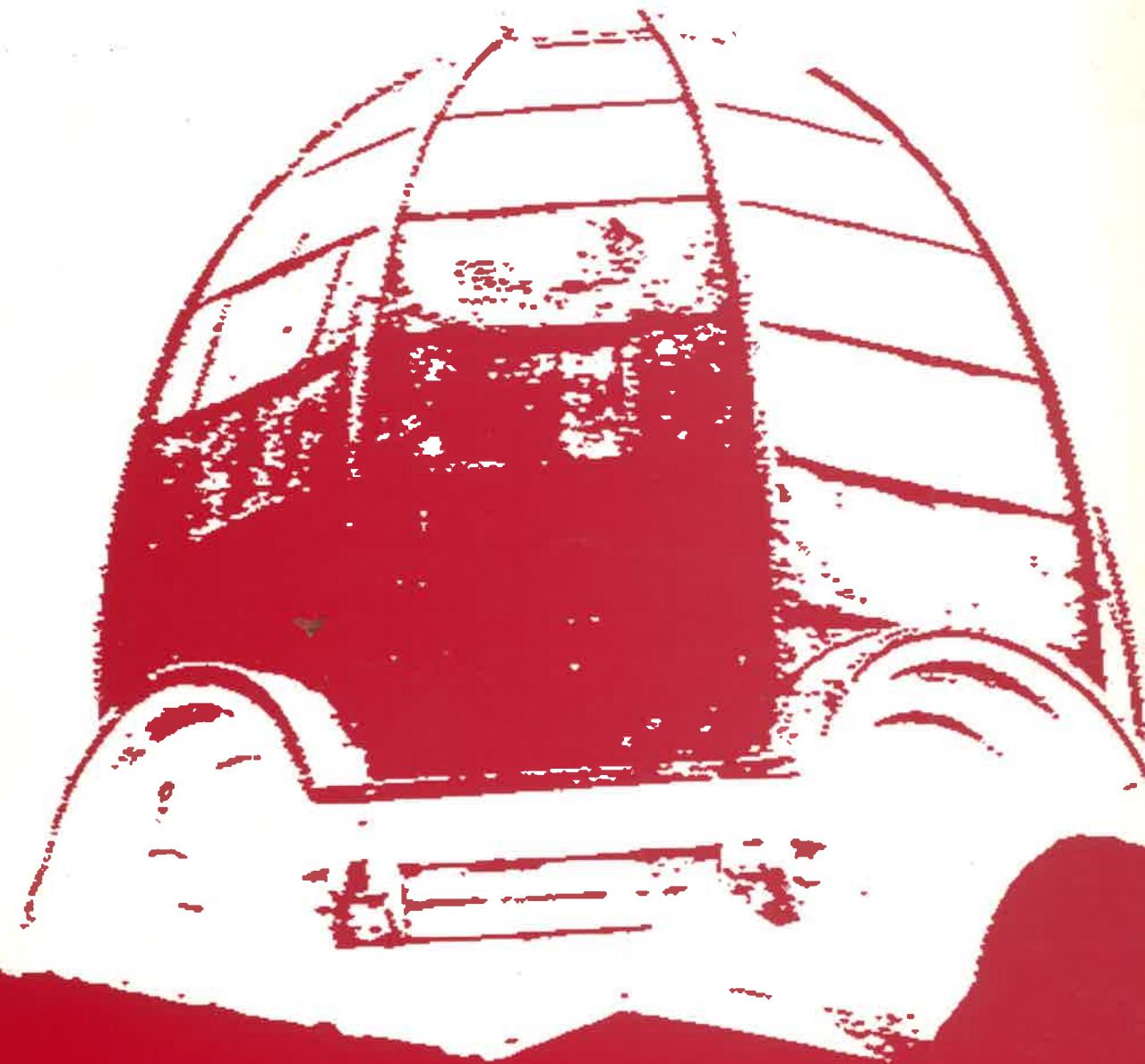




Soegijapranata Catholic University
Post Graduate on Environment and Urban Studies

proceeding



The 3rd International Conference

City Marketing, Heritage and Identity

24 - 25 August 2007 | Semarang Indonesia

ISBN: 978-602-8011-11-2

FOREWORD

On behalf of the organising committee of the conference on "City Marketing, Heritage and Identity" I would like to thank all the participants of the conference, and especially those who have submitted their paper abstracts presented in this abstract book. This conference is the third in a series of conferences that the Post Graduate Program on Environmental and Urban Studies-Soegijapranata Catholic University has organised under the heading of International Conference on Environment and Urban Management.

Up to the closing date for submission the organising committee have received more than sixty papers. From these we can see the diversity in countries and backgrounds the authors represent, as well as the diverse approaches they have taken in discussing the issues of city marketing, urban heritage, urban identity and urban environmental problems of our urban areas.

Given this diversity, I am confident that this will be an interesting and useful conference. Furthermore, I hope it will be useful not only for those participating, but more importantly for the urban population in general, in particular those living in poor conditions in the fast growing, cities of the developing world. As well known, 2007 is the year in which for the first time in history half of world population are living in urban areas. This will open up many opportunities but at the same time pose unprecedented challenges for us. This conference can-and should-be our small contribution in responding to those immense opportunities and challenges.

Warm regards,

Tjahjono Rahardjo

The Third International Conference on
Environment and Urban Studies

City Marketing, Heritage and Identity

Proceeding

Editors:

City Marketing

Wijanto Hadipuro & Rika Saraswati

Heritage

Tjahjono Rahardjo

Identity

Hotmauli Sidabalok, Donny Danardono

Environmental Management

Budi Widianarko, Benny D. Setianto

Soegijapranata Catholic University

CONTENT

FOREWORD.....	v
PLENARY PRESENTATION 1	
PP1.1 THE CULTURE AND HERITAGE OF THE KUDUS CLOVE SIGARETTE.....	1
<i>Mark Hanusz</i>	
PP1.2 CHINESE HERITAGE IN SEMARANG: CULTURAL REVIVAL AND CITY MARKETING	2
<i>Harjanto K. Halim</i>	
PP1.3 POST COLONIAL IDENTITY IN THE FORMATION OF INDONESIAN CITIES	3
<i>Joost Coté</i>	
PP1.4 PERANAKAN ORAL TRADITION: ISSUES ON SECURITY, LIBERATION AND AUTHENTICITY	11
<i>G.M. Adhyanggono</i>	
PLENARY PRESENTATION 2	
PP2.1 THE BUILT HERITAGE AND URBAN IDENTITY	24
<i>Peter van Dun</i>	
PP2.2 PECINAN IN DUTCH COLONIAL LITERATURE	29
<i>Widjajanti Dharmowijono</i>	
PP2.3 LAW, LEGITIMACY AND IDENTITY: WOMEN AND RELIGIOUS LIFE IN SOME INDONESIAN LAWS	44
<i>Donny Danardono</i>	
PP2.4 CULTURAL COMMUNITY IN INDONESIAN CITIES	50
<i>Goenawan Mohammad</i>	
CITY MARKETING	
CM.1 ECONOMIC GROWTH IN TOURISM MARKETING: AN INSIGHT IN TO A GENERIC MODEL CONCEPT OF INDIAN TOURISM.....	52
<i>Ipseeta Satpathy, Biswajit Das</i>	
CM.3 ARCHITECTURAL UNIQUENESS AND PRODUCT DIFFERENTIATION OF HERITAGE AREA AS MARKETING TOOLS AND DRIVING FORCES TO ATTRACT PEOPLE TO THE CITY	65
<i>Agus S. Sadana</i>	
CM.6 LAWEYAN AS A TOURIST DESTINATION	69

<i>Rustina Untari</i>	
CM.7 GENDER, LABOUR MARKET, AND CITY MARKETING: SOME FACTS AND EMERGING ISSUES IN INDONESIA.....	78
<i>Wiwandari Handayani</i>	
CM.9 ECONOMIC POLICY AND BEST PRACTICES : SUGGESTIONS FOR STREET VENDORS MANAGEMENT	87
<i>Harlan Dimas</i>	
CM.10 REVITALIZING MUSEUMS IN YOGYAKARTA IN THE PERSPECTIVE OF ARCHITECTURE AND URBAN DESIGN.....	97
<i>Titien Saraswati</i>	
CM.12 REINFORCING TRADITIONAL MARKET AND STREET TRADERS (HAWKERS) AS PART OF SEMARANG CITY TOURISM.....	107
<i>Retno Susanti</i>	
CM.15 SEMARANG PESONA ASIA: THE EMERGENCE OF REVANCHIST URBANISM IN SEMARANG	120
<i>Benny D. Setianto</i>	
HERITAGE 1	
H1.2 BENEFIT VALUE OF CONSERVATION FOR REDEVELOPMENT OF THE KOTAGEDE CULTURAL HERITAGE	137
<i>Amiluhur Soeroso, Y. Sri Susilo</i>	
H1.3 URBAN DEVELOPMENT OF KUDUS, INDONESIA, IN THE BEGINNING OF 20TH CENTURY	156
<i>Arif Sarwo Wibowo</i>	
H1.4 INTERPRETING THE PAST: CREATING A HERITAGE TRAIL IN SURABAYA.....	176
<i>Agoes Tinus Lis Indrianto</i>	
H1.8 ACHIEVING SUSTAINABLE DEVELOPMENT OF CULTURAL HERITAGE: A CASE STUDY AT SEMARANG.....	188
<i>Conny Handayani</i>	
H1.10 TOWARDS INTEGRATED SETTLEMENT PLANNING IN JATINANGOR AS BANDUNG PERIPHERAL AREA: BETWEEN EDUCATION FUNCTION AND CRAFTSMAN SETTLEMENT	202
<i>Allis Nurdini</i>	
H1.13 KAMPOENG BATIK LAWNEYAN'S CONDITIONS SUPPORTING CLUSTER DEVELOPMENT.....	211

Daniel Adi Harjanto, Rustina Untari

HERITAGE 2

H2.1 IN PURSUIT OF THE URBAN KAMPONG IN COLONIAL TIMES: THE BUREAUCRATIC APPROACH OF RÜCKERT (1913-1932) 217

Hans Versnel

H2.2 REVIVING SENSE OF PLACE OF A JAVANESE VERNACULAR HISTORIC DISTRICT: A CASE OF KOTAGEDE INDONESIA 243

Arif B. Sholihah

H2.3 INTENTIONALLY DECAYING STRATEGY, A THREAT TO ARCHITECTURAL HERITAGE: A CASE OF SEMARANG 255

A. Rudyanto Soesilo

H2.4 THE OLD MULTIETHNIC KAMPONG ALONG THE BANK OF SEMARANG RIVERS AS A ROMANTIC IMAGE 260

Wakhidah Kurniawati

H2.5 PLANNING FOR ECOTOURISM IN SERANG BANTEN (A CASE OF BANTEN LAMA HERITAGE) 275

Lia Warlina

H2.6 SILAT PERISAI DIRI: A CHALLENGE TO CONSERVE ONE OF INDONESIA'S HERITAGES 285

Rika Saraswati

H2.7 KAMPUNG AS A CULTURAL CAPITAL TO FACE GLOBALIZATION: A CASE STUDY OF KAMPUNGS IN JAKARTA'S GOLDEN TRIANGLE 294

Sudarmawan Juwono

URBAN IDENTITY 1

UI1.1 LANDSCAPE DESIGN PROFILE OF PUBLIC SPACE INDECENT ACT SCENES: A CASE STUDY IN PENANG ISLAND 300

Izudinshah Abd. Wahab, Aldrin Abdullah

UI1.3 VERNACULAR ARCHITECTURE AND THE SEARCH OF CULTURAL IDENTITY 312

Krisprantono

UI1.5 HANOI, SEEKING FOR URBAN IDENTITY 318

Punto Wijayanto

UI1.6 SEGREGATION AND PLACE IDENTITY 331

Suparti Salim Amir

UI1.9 CITY PLANNING AND PUBLIC PARTICIPATION ACCORDING TO THE SPATIAL PLANNING ACT NO. 26/2007	340
<i>Kristianto P.H.</i>	
UI1.10 JAVANESE RITUAL FOOD HERITAGE: CULTURAL, QUALITY AND SAFETY ASPECTS.....	345
<i>Ita Sulistyawati, Bernadetha Soedarini</i>	
URBAN IDENTITY 2	
UI2.7 THE LANGUAGE OF ADS IN CREATING ECONOMIC MINDSET AND CULTURAL-BASED ORIENTATION: A CHALLENGE FOR URBAN DEVELOPMENT?	351
<i>Ign. Heri Satrya Wangsa</i>	
UI2.9 SPATIALIZATION AND ITS IMPACT TO IDENTITY	364
<i>Stefanus</i>	
UI2.12 TEMPORARY DISPOSAL SITES (TDSS) IN SEMARANG : THE COPING AND RESISTING STRATEGIES OF COMMUNITY	370
<i>Hotmauli Sidabalok</i>	
UI2.13 THE PAST IS FOREIGN COUNTRY	382
<i>Krisprantono</i>	
ENVIRONMENTAL MANAGEMENT	
EM.1 WASTEWATER TREATMENT USING ELECTROCOAGULATION TECHNIQUE IN ENHANCING SEDIMENTATION OF SUSPENDED PARTICLES	387
<i>Fadil Othman, Johan Sohaili, Zulfa Fauzia, Moh Faiqun Ni'am</i>	
EM.2 A CONCEPT OF JAKARTA CITY FLOOD MANAGEMENT	398
<i>Ahmad Sugiarto</i>	
EM.3 PERFORMANCE OF BINDER COURSE WITH THERMOPLASTIK ELASTROMER (TPE) AS ADDITIVE MATERIAL	408
<i>Mohamad Yusri Aman</i>	
EM.4 A MULTIVARIATE STATISTICAL APPROACH TO THE ANALYSIS OF AGRICULTURE IN ALLEVIATING RURAL POVERTY: A CASE STUDY OF RURAL AREAS OF SANGHAR DISTRICT SINDH, PAKISTAN	418

<i>Mumtaz Ali Joyo, Fateh Mohammad Soomro, Ali Mohammad</i>	
EM.6 KAMPOENG BATIK LAWNEYAN VISITORS MOTIVATION AND PREFERENCE	438
<i>Ronald Lahindah, Haryo Perwito</i>	
EM.8 SETTING A GLOBAL EXAMPLE OF A WATER SMART CITY – FROM POLITICS TO URBAN PLANNING.....	442
<i>Shahbaz Khan</i>	
EM.10 FRACTURE BASED APPROACH FOR STRUCTURAL ELEMENT DESIGN: SAFE BUILDING, SAFE CITY.....	451
<i>M.I. Retno Susilorini</i>	
EM.11 EVALUATION THE USE OF PLASTIC AND LEAF IN PACKAGING THE INDONESIAN TRADITIONAL FOOD.....	466
<i>Kristina Ananingsih, Kartika Puspa Dwiana</i>	
EM.12 THE FEASIBILITY STUDY ON IMPROVEMENT OF ROADS IN BOARDING REGION IN WESTERN KALIMANTAN : A CASE STUDY OF SINGKAWANG-MERBAU ROUTE	472
<i>Rahayu Sulistyorini, Ofyar Z. TAMIN</i>	
EM.13 KAMPOENG BATIK LAWNEYAN IMPRESSIONS AND PERCEPTIONS OF VISITORS	486
<i>Demi Syamsuniar, Dwi Hayu Agustini</i>	
CM.11 MARKETING MIX IN THE CONTEXT OF CITY MARKETING, CASE STUDY: THE PROSPECTIVE ECONOMICS AREA BASED ON JAKARTA REGIONAL PLANNING 2010 (RTRW JAKARTA 2010)	493
<i>Priyendiswara Agustina</i>	
H1.6 URBAN PHENOMENON: HERITAGE VALUE TO ENRICH URBAN SPACE IN THE CREATION OF CITY IDENTITY	503
<i>Obor Kahuripan, Ratri Wulandari</i>	
UI2.4 PUBLIC SPACE AS A CITY IDENTITY	510
<i>Laksmi Gondokusumo Siregar</i>	
UI1.6 BUILDING CITY IDENTITY TROUGH LOCAL CAPITAL: CASE STUDY OF SIGAR BENCAH CERAMIC SME'S SEMARANG	520
<i>Wido Pranangningtyas</i>	
UI1.11 FOOD AS A CITY IDENTITY: THE CASE OF LOENPIA IN SEMARANG.....	524
<i>Francesco Limawan, Rosalia Devi, Probo Y. Nugrahedi, Budi Widianarko</i>	

UI1.11 FOOD AS A CITY IDENTITY: THE CASE OF LOENPIA IN SEMARANG

Francesco Limawan, Rosalia Devi, Prob Y. Nugrahedi, Budi Widianarko

INTRODUCTION

Identity is a source of meaning based on what are experienced. City identity is the identity of a city as far as it is influenced by its belonging to a group of culture or city (www.en.wikipedia.org). The identity of a city is usually represented by physical buildings or artifacts, location, or people. In some cities, food is signed as the identity of the city. Food is not only a product which is consumed to meet the requirements of one's life. Food also has symbolic meaning linked with certain history, culture, religion and identity. Food represents culture, the way of life and the way of eating (Muchnik *et al.*, 2005).

The identity of a city as represented by its local food can be shown such as *Gudeg* as an identity of city Yogyakarta, *Pempek* of Palembang, *Kerak Telor* of Jakarta, *Pailla* of Barcelona, *Haring* fish of Volendam and Northern Netherlands, *Loenpia* of Semarang, *Okonomiyaki* *Hiroshimayaki* of Hiroshima, etc. Those kinds of food are widely known to the other cities even across nation and usually taking part to the tourism destination consideration particularly as a culinary tourism.

LOENPIA OF SEMARANG

Tracing back when loenpia of Semarang was firstly produced as it is now is more dominated by oral history than written references. Fortunately, this loenpia was formerly produced as a family business so that the history could be traced back from their families who have been continuously running the business. Several articles about loenpia of Semarang also were found in the newspaper, such as ones written by Wargatjie, a journalist.

Typical loenpia of Semarang is a fusion product between Chinese and Javanese foods. In about the mid of 19th century, Tjoa Thay Yoe, who was born in Fujian, China, came to Indonesia and produced and sold a traditional food from his homeland. He met Wasih, a Javanese who also produced and sold a similar food but with different ingredients. Tjoa's product was filled with pork and bamboo shoot, while Wasih's product was filled with potato and shrimp. They got married and have a daughter Tjoa Po Nio. This family further created and produced a fusion of previous recipes.

By the time being, it was then called loenpia of Semarang, a pastry similar to spring roll filled with *pihi* fish, shrimp, and bamboo shoot (Wargatjie, 2003).

There are two types of loenpia produced. One is fried loenpia, and another is no-fried loenpia (wet loenpia). Loenpia is served with a certain sauce made from tapioca starch, onion, chilli, coconut sugar, white pepper and sometime with dried shrimp. There are also green onion leaves, cucumber pickles, and fresh chilli to be accompanied to loenpia. At "Loenpia Xpres", a new loenpia producer that created a modern design of loenpia shop/ restaurant, one can eat it in accompanied with rice.

Up to now, there are five streams of loenpia producers/ sellers, each with their own typical taste and price. Loenpia of *Gang Lombok* (Siem Swie Kiem), loenpia of *Jalan Pemuda* (the late Siem Swie Hie) and loenpia of *Jalan Mataram* (the late Siem Hwa Nio) are the first three main streams respectively. They are from a family of the late Siem Gwan Sing – Tjoa Po Nio couple, the generation after the late Tjoa Thay Yoe – Wasih couple, the creator of loenpia of Semarang (Wargatjie, 2005).

The oldest generation of loenpia of Semarang who still exists now is Siem Swie Kiem, the third generation, who has been continuing his father business, the late Siem Gwan Sing, at Gang Lombok No. 11 (Wargatjie, 2003). Loenpia of Semarang from the fourth generation is sold in Jalan Pemuda and Jalan Pandanaran, by Siem Siok Lien (also familiar as Mbak Lien), who has been continuing her father business, the late Siem Swie Hie, the older brother of Siem Swie Kiem. Mbak Lien produced and sold three types of loenpia with different fillers, i.e. shrimp, chicken, and the mix of both. But now, she only produces a loenpia with a mix of bamboo shoot, shrimp and chicken as filler ingredients. Other fourth generations are the children from the late Siem Hwa Nio, the older sister of Siem Swie Kiem, who have been continuing their mother business at Jalan MT Haryono and other several places in Semarang, even in the capital of Jakarta (Wargatjie, 2005).

The fourth stream is loenpia which are produced and sold by the ex employees of loenpia of *Jalan Pemuda*. And the last one is loenpia produced and sold by ones who have already gift-food stores or the hobbyist with a good culinary background (Wargatjie, 2005).

IS LOENPIA QUALIFIED AS A CITY IDENTITY OF SEMARANG?

Loenpia itself can be directly linked to its original place. The term loenpia, or lumpia derives from *lunpia* in the Hokkien dialect of Chinese (www.wikipedia.org). However, as a fusion of two different ethnics of food product, loenpia of Semarang have been unintentionally created as a specific local loenpia which linked to Semarang as the origin of the fusion. According to Amilien et al., 2007, in its broadest sense, a "local food product" is a food that is typically linked to an identified location either through

geography, know-how or tradition. Loenpia of Semarang is almost qualified as a city identity.

Loenpia of Semarang is a result of a long and unintentional construction to the city identity. As a city identity, the existence of loenpia of Semarang was supported mainly by the expanding of Tjoa - Wasih family business to the city and the production of loenpia by other food producers. Loenpia can be found easily at any places in Semarang and many street-food vendors sell loenpia at most of the main streets in Semarang, such as Jalan MT. Haryono, Pandanaran, and Gajahmada. Interestingly, all of them claim that their product is the original loenpia of Semarang. Also, loenpia has been sold at the gift-food stores. It is therefore, Semarang is claimed as the city of loenpia. Loenpia has become one of the must-bring-gifts when ones or tourists go (back) to other cities from Semarang.

The identity construction of loenpia as a food of Semarang is also contributed by several examples as shown below:

- (1) A restaurant in Jakarta (namely Bamboo restaurant) has a special menu offered, i.e. loenpia of Semarang. Interestingly, the bamboo shoot is supplied directly from Semarang to give a kind of guarantee to the consumer that they sell original loenpia of Semarang.
- (2) Loenpia produced by Siem Swie Kiem at Gang Lombok No. 11 was published in a tourism catalogue in France, which mentioned his name and address, although he never asked an advertisement on that catalogue (Wargatjie, 2003).
- (3) The design of label particularly from the loenpia produced by the Tjoa - Wasih's family shows a typical old fashioned style which probably to indicate that the product was already created long time ago as a heritage food and so gives a strong impression of identity (Figure 1).
- (4) A private branded loenpia of Semarang, "Loenpia Xpres", gives a special service to consumer by delivering fresh loenpia from Semarang to the destination cities. It can give the supportive impression that original loenpia must be from Semarang.



Figure 1. Label of Loenpia

Branding of Loenpia of Semarang

Branding became much more ethereal and image-based, and ads only occasionally nodded to a product's attributes (Rushkoff, 2007). Generic brands of consumer products are distinguished by the absence of brand name (www.wikipedia.org). In the case of loenpia of Semarang, many producers/seller put a generic brand on their product, as Loenpia Semarang, plus an additional name of the producer or location, such as "Loenpia Semarang Gang Lombok" and "Lunpia Mataram Semarang". Loenpia of Semarang does not exclusively refer to a certain brand. Few others put a private brand for their products, such as "Loenpia Mbak Lien" and "Loenpia Xpres". The "Loenpia Semarang Gang Lombok" brand already has a patent right for it (Wargatjie, 2003). The generic branding of Semarang's loenpia conveys a perfect identity of the city without being interfered with conflicting business interests

As a product that can be produced by anyone with a generic brand, Loenpia of Semarang will open opportunities for ones who want to start their loenpia business. The increased competition between producers/ sellers will challenge them to produce a unique taste, healthy, and other better qualities as expected by the consumers. From the consumers' perspective, there is a freedom to choose which loenpia they want to buy since all of them are originally and made in Semarang.

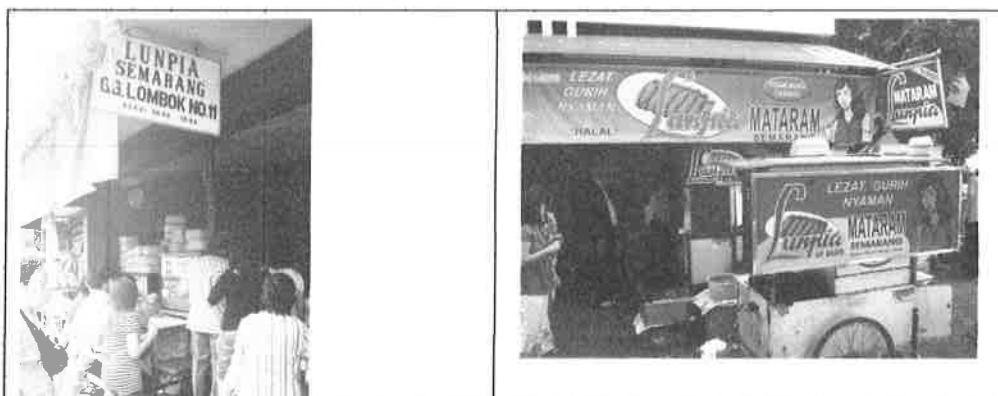




Figure 2. Some loenpia producers/sellers

Conclusions

As conclusions, food can be used as an identity of a city. It is shown by loenpia of Semarang, a family's heritage that could be one of the identities of Semarang encouraging heritage tourism as a mean of economic development. Furthermore, generic branding of loenpia of Semarang contributes to the city identity and opens for more opportunities, particularly for small and medium scale industries in Semarang.

REFERENCES

Amilien, V., F. Fort, and N. Ferras. 2007. Hyper-real territories and urban markets : changingconventions for local food – case studies from France and Norway. Anthropology of Food. S2 March 2007.

Generic brand. Retirieved August 14th, from http://en.wikipedia.org/wiki/Generic_brand

Lumpia. Retrieved August 10th 2007, from
http://en.wikipedia.org/wiki/Lumpia#Lumpia_Semarang

Muchnik J., E. Bienabe, and C. Cerdan. (2005). Food Identity/Food Quality: Insights from the "Coalho" Cheese in the Northeast of Brazil. Anthropology of Food. 4 May 2005.

Rushkoff, D. (2007). *Branding Products, Branding People*. Retrieved August 18th, 2007 from <http://www.rushkoff.com/branding.html>

Wargatjie, S.N. 2003. Siem Swie Kiem; Generasi Ketiga Lumpia Semarang. *Kompas*, a national daily newspaper, Thursday, 27 November 2003.

Wargatjie, S.N. 2005. Dari Gang Lombok Menyebar ke Mana-mana. *Kompas*, a national daily newspaper, Sunday, 3 July 2005