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“Managing The Social Capital and Infrastructure In Promoting The Heritage Site ”**

22 November 2014, Soegijapranata Catholic University, Semarang, Central Java, Indonesia

**"Multi ethnic approach as the
Social capital
in promoting Heritage conservation in
Semarang city",
(towards “A Heroic heritage conservation”)**

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Abstract

Semarang as a heritage city can use a Multi ethnic approach in promoting its Heritage sites. That means we can deconstruct the old colonial concept of *Divide et Impera* that ever been manifest in city-planning of Semarang olden times. By using the Indonesian Nation motto *Bhinneka Tunggal Ika* means Unity in diversity we can manage the heritage movement in Semarang in such a way. Either the rising heritage awareness in *Kotalama* (the Dutch area), we can trigger many other heritage movements on many other historical sites such on Kauman, Kanjengan, Pekojan, Kampoeng Melayu etc. We can Involve the youth and the Next-generation as what they have done many events at Kotalama. There we can arrange many up-to-date events that welcome young generation to come, as the complement of those Old heritages traditional festivals perform there. That movement can be another trigger to a bigger movement in promoting Indonesian traditional Moderate Islam festivals that the entire world can see what we do every day routinely as the Peaceful Islam in Semarang Indonesia.

Keywords: *Multi Ethnic approach as the Social capital, promoting “Heroic heritage conservation”, Semarang*

1. Introduction

As an ex colonized city, Semarang grew and designed in a colonial paradigm, called “*Divide et impera*”. The city is divided into several zones based on the difference of the ethnicity. So there raised “Pelandan”, “Pecinan”, “Kauman”, Pekojan” (the Dutch, the Chinese, the Indonesians, the Kojas) districts etc. Until now, the conservation movement focuses on the Kota-lama – Little Nederland and on Semawis - a community-based conservation effort on ex-Chinese community area. The city’s resident and the government seem to forget the traditional Javanese area Alun-alun & Kanjengan, Djohar market, Kauman and Pekojan. But recently a cheerful trend do happen, some community has organized itself and arrange many special and traditional events, we can find at Kampung Bustaman, Warak ngendog festival, Dhug Dher festival and many others. By organizing all the capacity of the many layer, many ethnicity of all the city’s resident, there we can prove that we can break the divider that have ever built in this nation history, and turn it into a fruitful campaign towards a prosperous community, an architectural conservation that embrace all community and covering all the heritage area, develop an amazing heritage tourism through the old city. It all, displays the

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spirit of “Unity in diversity” towards “Diversity in Harmony”, precisely, as our founding-fathers have planned for us!^b

2. Unity in diversity in harmony^c

Until now in the 21st century the remains of the “*Divide et impera*” policy is still live there although not so segregated as the colonial era. The indigenous people’s descendant still be there as the resident with their traditional customs. From the discussion above, we have known the importance of the conservation strategy in Semarang as a city in an ex colonized country, about the holistic multi ethnics’ conservation of Semarang old city. Departure from this point, the “Semarang’s city conservation in the context of tourism and culture should be implemented with the Multi Ethnic spirit and nuance in holistic way and not to leave any part of the Old-city behind. The “Kota-lama” sector and the “Semawis” can be the locomotive to draw out all other sectors to go forward together to be a great district of holistic multi-ethnics conservation area.

The Kanjengan district^d, Pasar Djohar and district of Kauman Mosque , Dibya Puri Hotel^e , can not be separated and it is associatē with the Old City - Little Nederland - with its mBerok Bridge , Tawang Station

and its Polder , Kampong Melayu Region and the Chinatown , *nota - bene* possible in a matter of distance . The Multi Ethnic spirit and nuance also includes the rules for the future development of the entire region, creating an integrated Old City of Semarang Tourism District, various specific ritual activities as an original Semarang’s culture and tradition can be conserved (nguri - uri). Dhug – Dher an festival at the beginning of Ramadhan , Warak Ngendhog , Barongsay Ritual dances, Parade of many kinds of traditional food stalls Semawis are already way ahead , as well as the creation of new agendas Semarangan^f , Cultural festivals and arts and last but not lease, preparation and design of Semarangan home-stay to provide a “Semarangan live-in” to give a choice to enjoy the Semarang atmosphere in a holistic way. Instead of economical purposes, all of the agendas also in order to turn on the lives of Semarang’s Culture. The effort is designed in order to negate the pejorative brand of Semarang, as a non-fertile town for cultivating art and culture. It is the culmination of Semarang’s actualization to all the residents’ dignity to be a multi dimension prosperous people.

The Heritage with Multi Ethnics district becomes a monument of Unity with diversity in harmony, over the Semarang’s citizen and need to be conserved for the sake of history and on behalf of the mutual benefit for the Semarang’s citizen this time-being. For example, the Semarang city with the Multi-ethnics conservation area can be a favorite tourism destination with multi-ethnics attraction, culinary, culture, architecture and everyday-life atmosphere, which can generate and improve all every aspects of the life of the city. Depart from this point of view, we can firmly and strongly propose and campaign this “Multi Ethnics Semarang’s city conservation” as a public awareness and movement.

As an ex colonized city, Semarang grew and designed in a colonial paradigm, called “*Divide et impera*”. The city is divided into several zones based on the difference of the ethnicity. The heritage conservation movement has arisen but doesn’t cover all the old heritage area of the city. For the sake of the wholeness of

^b Soesilo, Rudyanto . Diversity in Harmony, in Multi-ethnic Architectural conservation on an ex Colonized country, Semarang, Indonesia case

^c Soesilo, Rudyanto . Diversity in Harmony, in Multi-ethnic Architectural conservation on an ex Colonized country, Semarang, Indonesia case

^d Kanjengan district, had been demolished and turn into a shopping center about 20 years ago, need a great efforts to return this district to a reconstruction conservation area

^e Dibya Puri Hotel, now is under the threat of “Intentionally decaying strategy”, (see : Soesilo Rudyanto, “Intentionally Decaying Strategy, a threat to architectural heritage, Semarang case. Presented for The third International Conference on Environment and Urban Management, “City marketing, Heritage and Identity”, 24rd - 25th August 2007, Soegijapranata Catholic University, Semarang, Indonesia).

^f The Kampong Bustaman festival, can be a prototype of traditional Semarangan festival

the mission of the heritage conservation, more attention should be done to the other area, such as the Kauman, Pekojan, Alun-alun and Djohar as the traditional market etc. The recent traditional events by the community as a community based movement can be a good start into a fruitful campaign towards a prosperous community, an architectural conservation that embrace all community and covering all the heritage area, develop an amazing heritage tourism through the old city. It all, displays the spirit of “Unity in diversity”, as Indonesian founding-fathers have planned for us!

3. Multi ethnic approach as the Social capital in promoting Heritage conservation in Semarang city

From the point of such analysis, we can arrange a movement of youth as the Next generation to be the initiator of many youth-events such as what they have ever done at Kotalama. Photo-contest, *Pasar klitikan* (old market), Jam Jazz session, karaoke, *Lomba gambar* (children drawing competition), *Arsisketur* (sketching activity by some architects), culinary festival, historical walk, car free day etc. on many Heritage sites from many ethnicity in the whole Semarang. The youth events can be a complement of the traditional festival perform there as the indigenous ritual of ordinary people live there. So the youth initiator creates an up-to-date event as a complement of the traditional event performs there. It creates a fashionably and trendy alliance events and it can move many young people to come, feel, live-in and appreciate the Heritage atmosphere! The experience of the Heritage atmosphere with such activities in it, will be the embryo to “A love and taking care of the Heritage artifact”.



On the other hand, such activities, an alliance of Traditional Festival in Islamic nuance with the so called “Youth-event” create activities and invite many people to come and joint the events. After such activities happen and grow repeatedly in many Heritage areas, the Government and the Tourism actors can promote such events on the Heritage sites all over the world. The uniqueness of the Semarang’s traditional festival

arise a curiosity in foreign nation's mind, create an impetus to the international tourist to come, see and enjoy the Semarang's performances. The international tourist serviced to appreciate the traditional (Moderate) Indonesian Islam and experience the Peaceful Islam that had ever lived here from generation to generation here in Semarang and in Indonesia. So many nations in the world would see, feel and appreciate the traditional Festivals of Moderate Islam in Indonesia, see Indonesia as the biggest Nation whose majorities of the people hold Islam as their religion live peacefully and happily. There are many, many interesting traditional Islamic ritual and festivals that we can perform and celebrate together on a Heritage site. "Dhug-dher" (the beginning of Ramadhan), 1 Suranan (the Islamic New Year) etc. We can show the world that we are Peaceful Islam and we have many interesting Festival that the entire world can see, here in our Heritage sites. It is really a Social capital for this country in promoting "Heroic heritage conservation" at least as a pioneering effort we arrange here in Semarang city! Grasp this opportunity!

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