

THE EFFECTS OF RAPID DEVELOPMENT TO THE VISUAL AND IMAGE TRANSFORMATION OF THE HERITAGE AREA (CASE STUDY OF BENTENG KUTO BESAK PALEMBANG)

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ABSTRACT

This research aims to define the discourse in the environment in terms of the visual transformation of the heritage sites as the effect of the rapid development in Benteng Kuto Besak Palembang as the case study area. The development commonly claimed as the way to fulfill the need of the society of the cities. The most sophisticated life, the most rapid development needed which become tagline for many big cities. Palembang is one of the cities in Indonesia which develop fast and built a lot in many sectors, including infrastructure. Meanwhile, visual performance brings the image not only for the object, but also for the environment around.

The visual also delivered the message of the building about the history, social, culture and economic values. In the heritage area, the visual have been set up since many years ago and contain of many those values. Thus the image have been built as well and contribute to the city's image. Eventually, that image could be destroyed by the contribution of the development. The development brings many impacts to the environment. The development in Benteng Kuto Besak transformed the visual of environment dominantly. Ever since, the dominated new visual by mixed used buildings that implement without the land use and the image of the environment has also having impact to the city.

Case study area and field observation are conducted as the methods of this research. It is hoped that, this research could identifies the transformation of the visual appearances of the buildings as the effect of rapid development which brings a random view and deteriorate the image of the heritage site. Furthermore, the result of this research could be a good input for the local government and other related institution/parties to the set up the local programs for the development especially in the heritage area by setting up the bottom-up process which stimulate development based on the needs, deciding the law enforcement to minimize the irregular development and maintaining the urban forms based on the past history and future needs.

Keywords: City image; Heritage; Rapid development; Visual transformation

1. INTRODUCTION

1.1. THE EFFECT OF RAPID DEVELOPMENT TO THE VISUAL TRANSFORMATION

Development is known as the further action of some advancement or extension of knowledge or theory which is simultaneously implemented in some segments. The development becomes a symbol of modernization instead of solution. It is applied into the physical development as well. Many regions in the world change the image of the region by the development in many sectors, such as buildings in various characteristics, images or even multi functions. Within short period, developments were running and give contributions to a region. That is why such as Chinese and many others regions in

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the world decided to shape the urban environment as the state priorities to achieve the national identity (Hung-Jen, Tan & Waley, Paul, 2006).

The most common effect of the rapid development is the visual transformation of its area. The new visual transformation leads to a new image of its area. The visual transformation makes the image of modernization become stronger as well as symbol of pride and competition. Moreover, when it is happened with limited planning and management will caused many problems to the environment (Abou-Korin, Antar A. & Al-Shihri, Faez Saad, 2015).

In some regions, the visual transformation brings the positive impacts such as better public facilities, proper open space and more optimum buildings function. However, the rapid development in heritage area could be brings the delineation or even worse to the visual transformation. The existence of heritage sites was delineated by some public facilities (El-Dein Ouf, Ahmed M.Salah, 2008). The image which consists of social, cultural and historical values of the heritage area could be decreased, moreover deleted. It is important to maintain the original culture or values in order to maintain the diverse urban fabric in the neighborhood (Carr, James H. & Servon, Lisa J. 2009) for it may lead to the cultural decay. Furthermore, “cultural decay is largely growing to the absence of intrinsic value on cultural heritage, which can be attributed in part to an underdeveloped domestic tourism market” (Francis-Lindsay, Janice 2009:151). Thus, “it is necessary to protect the heritage, which keeps precious lessons in terms of villages and simple, coherent and harmonious buildings, that respond to a functional simplicity” (De Campos, I. Daniel, 2015:105).

Based on that background, thus this research aims to define the discourse in the environment in terms of the visual transformation of the heritage sites as the effect of the rapid development in Benteng Kuto Besak Palembang as the case study area.

1.2. CASE STUDY AREA: BENTENG KUTO BESAK (BKB) PALEMBANG

Indonesia is one of the countries which tried to fulfill the needs by developing many sectors, including buildings in many regions and provinces, such as Palembang city, South Sumatera Province. Palembang is one of the oldest cities in Indonesia which has many heritage buildings and sites. However, the existence of those buildings and sites are endangered since lack of maintenance or even demolished.

Benteng Kuto Besak (BKB) is one of heritage area amongst others heritage areas in Palembang. This area consists of Benteng Kuto Besak and open public space in the side of Sungai Musi. Palembang city is divided by Musi River into two areas of Ulu and Ilir. Benteng Kuto Besak located in Ilir and become the first developed area of Palembang city in the past.

The existence of the Benteng Kuto besak (BKB) is in threatened conditions as well. Meanwhile, heritage sites are irreplaceable resources that need the appreciation and careful preservation to be exist (Tipnis, Aishwarya 2013). Many buildings with mix used and various images have been built in this area which is claimed as the supporting facility to the visitors or tourist. Meanwhile, BKB set up as one of tourist destination by the local government to promote the values of the area as heritage buildings and sites.

2. METHODOLOGY

2.1. BUILDINGS PROFILE

There are many mix used buildings in Benteng Kuto Besak (BKB) and dominated by the commercial buildings. Those buildings located in the side of Musi River. Thus, they

have been built with the concept of waterfront (Musi River) and Benteng Kuto Besak (BKB) in other side. Those view is very interesting point, thus brings valuable moment for the visitors who come to Palembang. In addition the view of Ampera Bridge, which is also icon of Palembang is also located near of the location. Thus, it could be conclude that the living development of the heritage area is is coming from the potential of its heritage buildings and sites (Li, Wang; Biping, Zhang; Huanfen, He; Liming, Lu, 2014).

Table 1 Commercial Buildings in BKB Sites

Buildings	Total Unit	Capacity
River Side Restaurant	1	500
Fast Food Stall	1	50
Padang Restaurant	1	50
Beverage	6	50
Minimarket	1	50
Hall	1	1000

2.2. FIELD OBSERVATION

The field observation aimed to gather the data to describe the effect of the existing buildings around heritage buildings and site in Benteng Kuto Besak (BKB) Palembang. Local government set Benteng Kuto Besak (BKB) Palembang as one of the tourist destinations in the city. Located in the heart of Palembang city between Musi River (waterfront) and other strategic areas, this place has been become one of the tourist destination especially for the locals. However, “tourism activity should be evaluated as a sustainable progress tool to obtain the continuity in the areas which acquires cultural heritage and natural values” (Sel, Berna Dicknar; Celebioglu, Banu; Ozdemir, Olcay Cetiner, 2015:35).

Mostly, the visitors enjoy the waterfront of Musi River and enjoy the food in the mix used area. Since the BKB is used and maintained by the local army force, thus only limited persons can access it. Furthermore, there are many street vendors that make vulnerable especially for the visual performance of the area.

Table 2 Number of Visitors at BKB Sites

Visitors	Day	Night
Man	54	200
Woman	81	300
Children	15	175
Street Vendors		
- Tent	30	35
- Feet	20	40

The development of building in BKB area also effected that the point of interest of the area is slightly moved to the mix used and other new facilities in the sites. It shown that most of the visitors come and stay in those buildings longer than in the heritage spots itself.

Table 3 Parking Capacity

Visitors	Motorcycles	Cars
River Side Restaurant	50	30
Street	50	20
Mix used buildings	150	40

The area of BKB is mostly dominated by the commercial area. The strategic location between heritage buildings/sites and waterfront area of Musi River makes this area is very profitable for some brands which choose this spot as their branches.



1. Heritage Building/area
2. Open Space
3. Commercial Buildings/mix used
4. Government Offices

Figure 1 Land use area of Benteng Kuto Besak (Source: Author)

3. RESULT

3.1. BUILDINGS CHARACTERISTICS

Recently, Benteng Kuto Besak is famous as a district rather than as a heritage building. The Benteng Kuto Besak is the only elements in the area which cannot be access for all of the visitors, since it is used as a local force army office or institution.



Figure 2 Front of Benteng Kuto Besak
 Source: www.sumselprov.go.id

The latest development in the area is commercial buildings such as riverside restaurants. These restaurants are selling the view of Musi River as the view orientation. Other mixed-use buildings are also built nearby Benteng Kuto Besak. These buildings consist of hall, restaurant, fast food, outlets, café and mini market. There are also street vendors that also give big contribution to the visual of the area. There are many tents of street vendors in front of the Benteng Kuto Besak.



Figure 3 River Side Restaurant

Sumber : www.epalembang.com, www.panoromio.com



Figure 4 Street Vendors and Mix use building (Source: Author)

Near the river bank of the Musi, in front of Benteng Kuto Besak, designed by a plaza. This plaza is the central of the area and become used for various events in Palembang City. However, the condition is less maintenance.

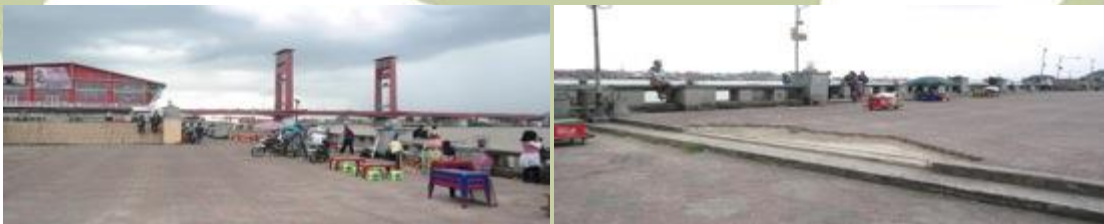


Figure 5 Benteng Kuto Besak Plaza (Source: Author)

3.2. VISUAL TRANSFORMATION



Figure 6 View of Benteng Kuto Besak (Source: Author)

Based on the existence of the buildings in Benteng Kuto Besak area, it can be described that the overall view of the area seen in Figure 6. The view is taken from the Musi River, in front of Benteng Kuto Besak Plaza.

4. DISCUSSION

4.1. Height of buildings (blocking)

The development in the area of Benteng Kuto Besak is dominated by the new buildings with several commercial usages. The heights of the buildings have giving the significant visual transformation. The figure above described that there is a blocking in some view, especially to the view of Ampera Bridge as the icon of Palembang city which should be free view.



Figure 7 Blocking View of Ampera Bridge (Source: Author)

4.2. Existing Site

The existing mix use buildings give the significant changes to the visual site as well as the image. The image as the heritage sites transformed to the commercial area. Since the land use is not well maintain, thus create others problem to the sites as the direct effects, such as traffic congestions and environmental pollution. “There has been rapid growth in cities as well as population, alongside the caused by giving way to the motor vehicle and to other land uses” (Al-Akkam, Akram J.M. 2013).



Figure 8 Traffic congestions in the area
 Source: www.epalembang.com, author

The more vulnerable, there are many reports that the criminals is slightly increase to this area. Many visitors come here however it is not supported by the proper management.

5. CONCLUSION

Based on the problems analysis, there has been the phenomenon of serious problems in heritage area related to the excessive development in Benteng Kuto Besak area, such as less maintenance of heritage sites, lack of management funds and other social conflict. Indeed to maximize the development process, there are some recommended programs to be applied relate to the existence of heritage building and sites in the location, such as:

- The development in the heritage site is mostly dominated by top-down management by the local government. In the development process, local government is more oriented to the economic values, instead of the culture and social values. Thus, there is urgent to apply the bottom-up process which stimulant the development based on the needs rather than the trends.
- Maintain urban forms based on the past history and the future need. It is hoped that there is a balance planning of development process and finally no buildings which is built without planning.
- Strong willingness from the local government as the local authority to set the rule and punishment of the irregular development, such as the maximum height of the building, land use of area and other related points for the protection of heritage sites and buildings, so the conservation and visual transformation sould not change any meaning or history of the sites and buildings.

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