

EXPLORATION OF THE NOSTALGIC VALUES OF OLD BUILDINGS IN THE CULINARY AREA OF PASAR BARU JAKARTA TO CREATE A SUSTAINABLE URBAN ENVIRONMENT

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ABSTRACT

The concept of third place in hybrid and multicultural areas is explored in this study. We could solve escaping spaces by adapting historic structures to new purposes that meet current needs. Putting that concept into practice, we must first comprehend the region's cultural characteristics. The heritage building in Pasar Baru is situated in an area generated by the complex hybridity of Jakarta's numerous ethnic communities. This area's hybridity offers an exciting place that can be used as an escape route. This study aims to explore the nostalgic values of the culinary space of the Pasar Baru area that relate to the architecture and interior elements of the old building to create a sustainable urban environment. The building was used as a culinary area and explored at this time. This study employs a qualitative research approach includes in-depth observations at Gedung Antara. Heritage structures undergoing adaptive reuse must be evaluated regularly to account for changes in spatial conditions that occur over time. Adaptive reuse transforms ancient structures into new roles in conservation and uses a cultural context approach in the surrounding area, allowing for more efficient service.

Keywords: Old building, nostalgia, Pasar Baru, sustainable urban environment.

1. INTRODUCTION

An old building with architecture that holds memories from the past is an attractive space that can be utilized for commercial value. This utilization is related to the architecture and interior elements that appear through the details and structures of the building that remind nostalgia of a specific period. Nostalgia in an old building is closely related to the history of the people that have shaped it. The nostalgia for the old building is related to changes in time, politics, and lifestyle in a community group around the old building site. On the other hand, people need escaping spaces as a reaction to boredom due to stress in routine life in busy and crowded spaces [1]. There is a struggle for space between policymakers and user groups in utilizing space [2]. Urban spatial planning refers to global modernization, escaping spaces from surrounding community groups using the space according to their daily needs [3].

It seems a space with nostalgic value; it can be used commercially in various segments, including the culinary field. Old buildings and the history stored in them are strengths

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that managers can explore to increase their economic value [4]. In a big, dense city like Jakarta, space becomes so scarce that a design attitude must develop and think in two or three dimensions and four dimensions related to temporality [2]. Humans cannot be separated from the need to eat as a daily activity. However, this activity is growing by doing it together outside the home. Culinary preferences cluster into three bundles: popular, uncommon, and exclusive [5]. The dining room as a public space can reveal various things related to the social lifestyle [6]. The type of culinary heritage is one type of culinary that is interesting to be visited by visitors.

Customers in a commercial facility tend to come to a space that can accommodate their needs to meet their eating needs and look for the added value that will attract them to visit a restaurant. We hypothesize that areas with a historical narrative value have an appeal in the transfer of space utilization functions. The stories that make up an area become an attraction that invites visitors to enjoy the nostalgic value recorded in a building. We hypothesize that through storytelling that takes place in an area, we can explore the narrative behind the location of a culinary place: the heritage place revival of the customers' emotional, nostalgic, or memorable experiences. Exploration of old buildings that have nostalgic ties will attract visitors [7].

We take the problems found in the Pasar Baru area, Jakarta, Indonesia, for the case study. The Pasar Baru area is an urban area that was formed and used as a centre for trade and government activities since the colonial period. This area is interesting to explore, considering the history and memories stored in this area and also the condition of the plural society that forms this area. A multi-cultural community hybrid space has emerged in the Pasar Baru area that fulfills user activities connected to its interior and architecture [8] [9] [10]. This study aims to explore the nostalgic values of the culinary space of the Pasar Baru area that relate to the architecture and interior elements of the old building to create a sustainable urban environment. The building was used as a culinary area and explored at this time. To analyse the case, we use a storytelling method that describes the condition area in the past since the beginning of a culinary area.

Literature review

Adaptive reuse

Previous research has shown that buildings with historical values attached to their interior and architecture can be optimized using an adaptive reuse strategy. The concept of sustainability refers to economic, social, and environmental interests [11] [12] [13]. On the other hand, this strategy of adaptive reuse of the area is also related to the circular economy that empowers the surrounding community and reduces the negative impact on the environment from building waste [4]. However, to carry out adaptive reuse that follows the interests of sustainability, according to Misirlisoy & Günçe (2016), it is necessary to conduct a holistic study involving physical conditions, regulations, and also the user community [14]. Bullen (2011) emphasizes that the value of heritage buildings becomes attractive to use with an approach to adaptive reuse as long as it gets support from the surrounding community [11]. The process of changing the function of the building has a bond with the nation's civilization, not just a meaningless monument [15]. A site's aesthetic quality can produce emotions and experiences interpreted as identity and memories that form social, emotional, and material attachments [16]. Utilization of architecture that stores history not only sees whether buildings can still be used or not but also refers to memories formed by the history that shapes them.

Nostalgic and historic building



The historic area, which contains old buildings, is a store of nostalgia associated with its social life. Significant social characteristics of their bearers include age, class trajectory, education, and ethnic identification [5]. Like a heritage place such as an old train station in Taiwan, a historical location might be an excellent emotional trigger for clients' nostalgia [7]. Over time following the restaurant visit, nostalgia causes a pleasurable response to a higher degree about their dining experience [17]. The impact of nostalgia on one's desire to consume differs from person to person. To effectively use nostalgia in marketing, we must consider the younger customers' price considerations [18]. From a theoretical perspective, restaurants will encourage urgently needed empirical study using instruments like product image, emotions, memories, satisfaction, and behavioral intentions in various circumstances [19].

2. METHODS

To reveal the exploration of old buildings and their use as deep nostalgic spaces needed by urban communities in Jakarta, especially in this case in Pasar Baru, we approach the storytelling methodology. Narratives and humans are symbiotic; "we use the story form, and the story forms us" (Lewis, 2009). The narrative process produces the storytelling as a processed product. Tales span the human psyche as both art and life. It is one way to understand the real world. Without a story, there is no identity, no other [20]. Storytelling can be used as a community-driven methodological strategy that addresses and moves beyond the limitations of narrative research, research colonization, and the western analytic project.

This method can preserve and promote indigenous oral wisdom while engaging community members, building capacities, and celebrating diverse stories, lived experiences, and lifeworld [21]. Using this methodology is appropriate to apply in a case study on Jalan Veteran, Pasar Baru, which has historical space attached to its architecture and interior, which can be developed into an escaping space in the form of a heritage culinary place.

3. FINDINGS AND DISCUSSIONS

The case study in this study will analyze the Veterans Street area in Pasar Baru, Jakarta. Jalan Veteran is an area with many old buildings close to the center of government and business in the capital city of Indonesia. The architecture of the old buildings in this area is the marker of a narrative of life in the Dutch colonial period. The shape of the building with a building structure characterized by the Art Deco style characterizes several sites that are currently the community's destination for relaxation in the culinary field. During the Dutch colonial period, this area was named Citadel, as part of the Batavia area (the name of the capital city of Jakarta during the colonial period) as Queen of the East, which it once carried in the 18th century when building Weltevreden (a more comfortable area) about 10 km from the city center. Rijswijk (now Jalan Veteran), separated by the Ciliwung canal, along with Molenvliet (Jalan Hayam Wuruk and Gajah Mada) and Harmonie, is an area that is proud and has become the gate of the City of Batavia [22]

The people who live in this area are multicultural communities consisting of several ethnic groups brought in by the colonials to drive the economy in Weltevreden, now known as the Pasar Baru area [8]. At the time of Raffles (1811-1816), the governor-general who had ambitions for the Dutch East Indies to continue under British rule had transformed Noordwijk and Rijswijk into a European region. To that end, the founder of this city of Singapore has evicted public cemeteries, houses, and shops owned by the



Chinese [22]. European communities, indigenous, Chinese, Indian, and Arabs, have driven the economic life of this region in the past and created its influence to the present day. The hybridity is reflected in the image information in the past. The veteran street area is lined with buildings that appear to collaborate between the influences of European architectural forms adapted to the conditions of tropical society in Indonesia.



Figure 1. a) ...; b) ...

The hybrid life between ethnicities in this region has revived the Citadelweg area, which later developed into various periods of politics and power. Currently, this area is still an area that is owned by not only certain ethnicities but also owned by all walks of life and also various types of ages. A strong marker found on Jalan Veteran today is a location known as a culinary place from the colonial period that holds nostalgic value through buildings and types of culinary heritage from the past.



Figure 2. Jalan Veteran 1948, Perbaikan jalan pasca Kemerdekaan RI
Source: <https://www.lostjakarta.com/tag/citadelweg>

One of the iconic locations on Jalan Veteran is the Ragusa Ice Cream restaurant. The culinary location, built-in 1932 by Luigie and Vincenzo (Italian people who lived in Indonesia during the Dutch colonial period), offers an authentic taste from the past that has been preserved until now, attracting customers to come to it [23]. The nostalgic value stored in heritage foods has resulted in the development of this area as a culinary and



cultural center visited by customers of all ages. They came not only to buy ice cream but also interested in the story that became the setting behind the production. Heritage is a complex marker of regional identity. If food is a locus of intercultural exchange that contributes to social identities, it could be a resource for rural development. Gastronomic heritage, which is strongly linked to tourism, questions the social and cultural dynamics of a given space in its construction and mobilization. From the Es Ragusa restaurant that offers European food that was once reserved for the upper class, this area has developed by providing other heritage cuisines as an alternative.



Figure 3. Veteran street in this time
(Source: Private collection, 2022)

The utilization of heritage buildings that are strengths in this area to be a culinary area with a long history since the colonial period. Some of the food offered in this place is not only heritage food that has nostalgia, but the buildings used are nostalgic bonds of the past. Buildings with historical values trigger consumers to come to a place [7]. Facilities adapted for economic benefits must maintain the old architectural form of effort sustainability. The character of this old building is what visitors are looking for, assuming that the cuisine they visit has something to do with past stories. Visitors who come to the adaptive reuse of old buildings processed or maintained into culinary places enjoy the interior and the building as a place of relaxation.

Furniture and interior elements found in restaurants that use old buildings are intertwined so that, in the end, visitors do not just buy food but instead buy the ambiance offered by the nostalgia of the past. Vintage ornaments and accessories that follow the memory of the past make the culinary area in this place more valuable. On the other hand, using old buildings around the Veteran Street area also increases the economic activity of the surrounding community participating in business activities. Street vendors around the restaurant offer traditional food sales that have been sold in the past. Customers can not only enjoy the food sold in the old building at a high price but also can taste the culinary history that binds visitors with nostalgia.

4. CONCLUSION

Conducting an exploration of old buildings is aimed at increasing economic value and paying attention to the response of the surrounding environment and environmental sustainability. The exploration of old buildings in an area formed from the colonial period becomes a space that revives nostalgia that can be used for spaces with commercial value.



Nostalgia stored in the old building becomes an added value by using it as a culinary space that keeps memories in a sense. Storytelling in the culinary area can invite customers, thereby increasing the economic development of the surrounding community. Further research can be suggested to interpret the adaptive reuse of buildings used commercially but significantly impact the surrounding community. This research can be done by using different methods with different analytical strategies to strengthen the results of this study.

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