



Revitalization of Rajasyah Outbound & Edu Center As Edutourism Based Tourism Object

Ainil Hafizhi Nasution^{1}, D Lindarto¹*

¹Architecture Department, Faculty of Engineering, Universitas Sumatera Utara, Medan, Indonesia

Abstract. Rajasyah Outbound & Edu Center are tourist attractions in North Sumatra, precisely on Bunga Pariama street, Namu Gajah, Kec. Medan Tuntungan. This tourism has decreased vitality so that few visitors come to the place, will do to revive something that was previously empowered, namely using revitalization by identifying the causes of the decline in the vitality of the area and assessing the potential in the area to increase tourism vitality again. This research is based on predetermined variables, named the theory of elements of the city images. This study uses descriptive qualitative methods obtained through observations, interviews, and literature studies. At the end of the discussion, this study will provide recommendations for a tourism revitalization design model with the theories used. By discussing the analysis and recommendations of the design model, is expected to be a guide in developing tourist areas in Medan so that it can increase good economic income for the region.

Keyword: image of the city, revitalization

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1 Introduction

Indonesia has many natural resources in various regions that have yet been that undeveloped. The success of tourism development is determined by how the characteristics, meaning, and uniqueness of a tourist area so that people have an attachment to that place [1]. The island of Sumatra has quite good tourism potential, one of which is of Medan City, especially the part of Medan Tuntungan, tourism objects in the Kecamatan Medan Tuntungan that is Rajasyah Outbound & Edu Center tour located on Bunga Pariama street, Namu Gajah, Kecamatan Medan Tuntungan with a land area around ± 3 ha.

The fact that occurred in the Rajasyah Outbound & Edu Center tour enjoys training and education program facilities that are no longer interesting, not maintained, and are damaged so

*Corresponding author at: Department of Architecture, Faculty of Engineering, University of North Sumatra, Perpustakaan Street, J07 Building, Medan 20155, Indonesia.

E-mail address: ainilhafizhi@gmail.com

that fewer people visit on this tour. As a nature tourism area, “place and identity” are used as measurements. From the phenomena that occur, the waning natural tourist area of Rajasyah Outbound & Edu Center needs to be revitalized to support the growth of tourist areas in the Medan.

The revitalization of an area is an effort to increase the value of a sector by reconstructing the area, it can improve the previous area function (article 1, paragraph 1)[2]. Seeing the tourist gap of Rajasyah Outbound & Edu Center, it is necessary to revitalize tourism intend improving the image of the region, activities, environmental quality, and vitality of the region. So it is hoped the Rajasyah Outbound & Edu Center tour can become a tourist area that has distinctive and uniqueness and adds to the attractiveness of the nature tourism area.

2 Literature Reviews

The revitalization of an area is an effort to increase the value of a sector by reconstructing the area, it can improve the previous area function (article 1, paragraph 1) [2]. The success of revitalization can create an attractive environment, give a positive impact, and can improve the social life of the community [3]. In the revitalization of the area, there are several revitalization criteria to optimize the function of the role in the area, namely areas that tend to die, areas that are living but chaotic, and areas that are living but not under control [4]. Retrofitting is a sustainable revitalization approach development by utilizing the environment potential with a potential exploration of local culture [5].

Place Attachment is a strong emotional connection to a place[6]. The person dimension for place attachment leads to an individually determined meaning, such as the psychological dimension, the place dimension, and the potential function of the place of interest [7]. The success of open space cannot be separated from relationships with humans as users of space. One of the concepts that study the relationship between humans and places is the concept of Place Attachment one of which was put forward by Altman and Low [1].

According to Vaske and Kobrin from a psychological point of view, the relationship between humans and the environment shows the meaning of a place, divided into two-place attachment indicators, namely the place identity and place dependence [8].

According to Lynch, “The Image of The City” is a two-way process between researchers and observed objects, giving rise to an impression or view between the observer and the environment. In his book entitled "the image of the city," Kevin Lynch made several observations about “the image of the city” in the city tonga, namely the city of Boston, New Jersey, and Los Angeles [9]. This research intends to help understand “the image of the city” understood by humans in a particular environment. In Kevin Lynch's book "The Image of The City," Kevin Lynch describes five elements of city image formation that can replace the image

of a region and provide a strong “image of the city,” namely: The Path is the lane where researchers usually move and pass through; the Edge is a linear element that not used as a path by researchers; district, a two-dimensional urban area with a medium to large city-scale where people can feel in and out of an area that has a different character in general; nodes are a strategic point in a city where researchers can enter and focus on where and from where they are going; the Landmark is a reference point where observers do not enter it [10].

3 Research Methods

This research uses a descriptive qualitative method, according to Creswell qualitative research is an approach to understanding and exploring a central phenomenon [11], in the form of primary and secondary data obtained from observations, interviews, and documentation or the study results from the object under study. The type of research data used in this study is the type of population and sample data. The population in this study is the tourist area of Rajasyah Outbound & Edu Center, then the sample of this study is the variable raised. The variables in this study concerning the five physical elements of the image of the city formation, namely “Path, Edge, District, Nodes, and Landmarks.”

4 Result and Analysis

Analysis of five elements of the image of the city in the research area: The path element consists of vehicle lanes and pedestrian paths. The vehicle lane has had pavement, some pedestrian paths have had pavement, but several pedestrian paths have not been pavement. This tour also has stairs and bridges that to elements of the tourist path. This tourist edge is a fence that surrounds the tourist area, other than that, trees, rivers, and ponds are also tourist edges because they are a barrier between regions. District elements in the tourism area are parks, outbound areas, children's play areas, Kampung Medan area, vacant land, and rows of Palm Trees. This tour has five nodes which are quite good, this tour nodes can be even better if you take advantage of supporting elements such as including activities as attractions. After being analyzed, four tourist landmarks are the gate, trees, outbound area, and the Kampung Medan area.

The condition of this tourism landmark element is less attractive and not utilized maximally, even though this tourism landmark allows the potential if it is made with a fun shape that is by adding activities, elements, and adjusting the unusual shape of the tourist landmark.

The resulted design that will be applied to the “Rajasyah Outbound & Edu Center” tourism comes from the analysis that has been done by observing and linking with the theory in the literature review.

The path at the tourist entrance is too narrow but having a width of approximately 3 m. In this revitalization, the “path” at the gateway will be expanding so that the vehicles can go out and enter at the same time (Figure 1).



Figure 1 (a) Path entrance before revitalization, (b) Path entrance after revitalization

There is a big tree. Also, there is a pool in the lane, then in this revitalization will be utilized by adding a seat (Figure 2).



Figure 2 (a) Tourist path before revitalization, (b) Tourist path after revitalization

This tour has a pool that is not functioning, so this revitalization will add an activity in the pool area so that the pool area becomes a tourist district, which makes the pond a place to grow koi fish where visitors can see, feed koi fish too (Figure 3).



Figure 3 (a) Tourist pool before revitalization, (b) Tourist pool after revitalization

Circulation is the study of the nature of the movement, the factors that stimulate human movement due to circulation patterns, the presence of something beautiful, and others[12]. On this tour, there is a broken path. On this revitalization will be a directed path (Figure 4).



Figure 4 (a) A broken path, (b) A directed path

Stairs on the tourist path, there are rivers around the stairs. To enjoy the view, this revitalization will fix the stairs into a place to sit for visitors (Figure 5).



Figure 5 (a) Stairs before being revitalized, (b) Stairs after being revitalized

A pool does not work on the edge of the path, that this revitalization will add new activities, namely making the fishing pond area so that the area becomes a district, the edge of the pool is given a seat, and there are nodes in the area, and given a marker name to the fishing pond area (Figure 6).

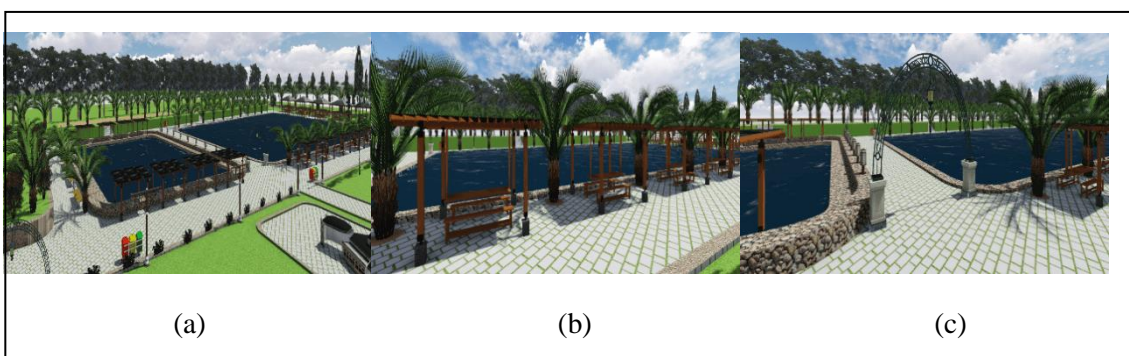


Figure 6 (a) Fishing ponds, (b) Edge in fishing ponds, (c) Nodes in fishing ponds

This tour also has a garden, but this garden is less attractive so that visitors do not want to linger in the parking area. In the book entitled *Site Planning Guidelines and Environment* by Gunadi, landscape elements include pavements, stairs, sculptures, walls, fountains, lamps, plants, and seats [13]. This revitalization will include a path in the garden so that giving a visual beauty to the park. Moreover, it will be added a supporting element like a roofed seat to provide comfort to visitors. In the garden area, there is a pond located behind the park, this pool also is revitalized by making a pond into a koi fish pond. This offers the potential to conduct visitors to enter the parking area (Figure 7).



Figure 7 (a) Park after revitalization, (b) Pool after revitalization

Other than that, there is an outbound which is a tourist district. The outbound area is less attractive because of the lack of activity in it. So in this revitalization will be added new activities that are more interesting (Figure 8).



Figure 8 (a) Outbound area before revitalization, (b) Outbound area after revitalization

This tour retains a miniatures area of the city of Medan called Medan Village. This area is adjacent to another district in the form of vacant land. On this revitalization and both regions will be connect by making a current path so that the Kampung Medan area and the vacant land are connected, however, activities in both regions are various. In this revitalization of the empty land will be added interesting activities like a barbecue place for visitors who want to burn fish after fishing (Figure 9).



Figure 9 (a) Medan Kampung area connected by vacant land, (b) Empty land after revitalization

This tour has an area of rows of palm trees but is rarely visited by visitors because there is no activity in the area, so a concept is needed by utilizing existing natural resources, namely by adding new activities in the form of agro education, so that a row of palm trees can become a district. Educational tourism is a concept that combines tourism activities with learning activities. According to Rodger, the purpose of educational tourism is a program where participants visit a place in groupsto get a hands-on learning experience in the location visited [14]. According to Smith and Jenner, educational tourism is a trend that combines recreational activities with education as tourism that has an element of learning[15]. Visitors can utilize palm oil waste into handicrafts. It will give a comfortable pavilion that will be prepared to work on handicrafts so that it can attract visitors to enter the palm tree area. When viewed from an economic perspective, the results of handicrafts can be brought home or resold on this tour. It can improve the economy of the local community and outside society. This tour will also create a souvenir shop by selling handicrafts that have been made (Figure 10).

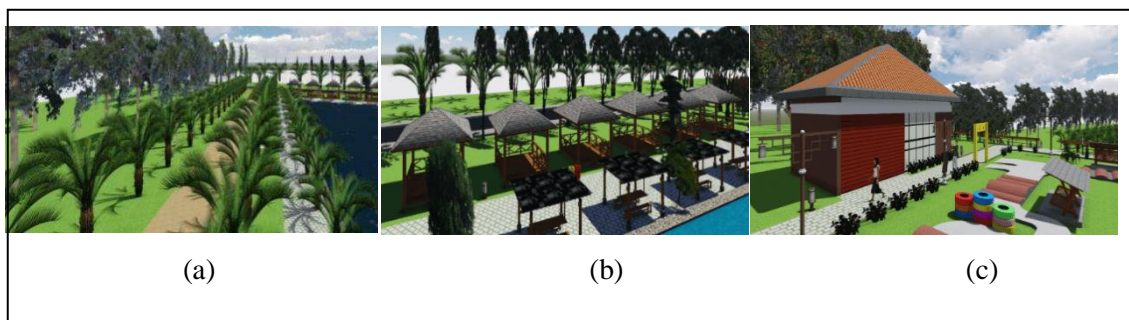


Figure 10 (a) Agro education area, (b) A pavilion for hand craftsmen, (c) Souvenir shop

After the tour was revitalized by adding new elements and activities, the writer found a new landmark, an iconic area, a “landmark” that is a park area, a Kampung Medan area, and empty land are connected. Both regions offer the potential to produce in visitors so that they are suitable as landmarks. Another landmark on this tour is the gate because the gate is a marker of an area. In this revitalization, the gate will be forced into a more attractive and iconic form so that visitors can remember the tourist attractions (Figure 11).

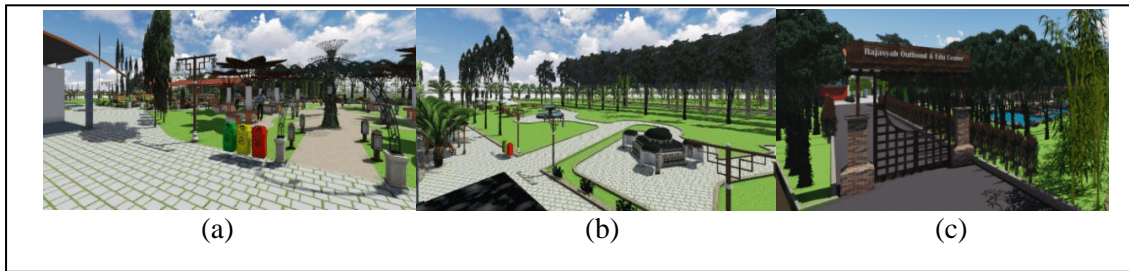


Figure 11 (a) Park as a tourist landmark (b) Tourist landmarks (c) The gate as a tourist landmark

The image below is the site picture before and after being revitalized (Figure 12), with the perspective site (Figure 13):



Figure 12 (a) Siteplan before being revitalized, (b) Siteplan after being revitalized



Figure 13 Tourism perspective

5 Conclusions

The revitalization in this research is taken from the analysis that has been done. Previously will be analyzed the theory of Kevin Lynch's and after that, it is related to place attachments and components of landscape design according to indicator variables. In this revitalization design approach, using elements “the image of the city” formation, what needs to be considered is a “paths, edge, districts, nodes, and landmark”. Which will then be applied to this revitalization design, namely by widening the entry route, adding elements to the edge of the path, adding to

the activity. In the pool area, a row of palm trees or vacant land becomes one district, makes a directional path, uses stairs to become a seat, adds an element of seating to provide comfort to visitors.

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