

Management of Cultural Resources in the *Riouwstraat* Area (LLRE Martadinata) in Bandung from the Perspective of *Cultural Resources Management*

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Abstract

Riouwstraat area in Bandung from the perspective of cultural resources management (CRM) is an effort to manage cultural heritage areas in the midst of the widespread use of cultural heritage buildings for business purposes. The background of the transfer of cultural heritage functions occurs because of the transformation process that is supported by various factors, namely: economic which is also related to socio-cultural conditions, strategic location, and government policies. The *Riouwstraat* area management strategy is carried out by identifying and analyzing important values. The solution for managing this area is sought to accommodate the interests of investors while still upholding conservation; synergize the interests of stakeholders with policy makers; and prioritizing the principle of benefit to society.

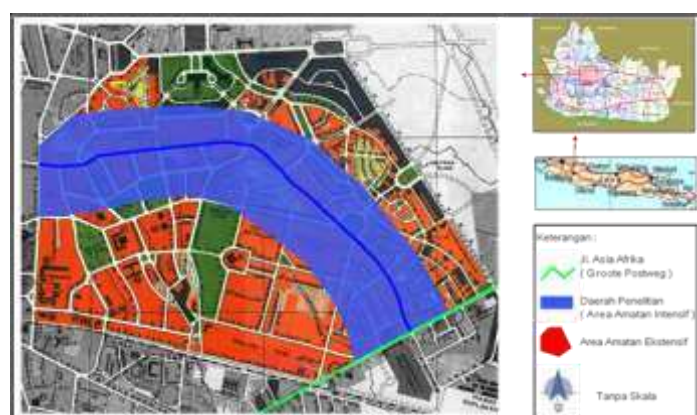
Keywords

Riouwstraat Bandung area; adaptive reuse; cultural resources management (CRM); preservation; transformation



I. Introduction

Historically, during the Dutch colonial period, the city of Bandung was designed by Karsten with a garden city concept that accommodates the various interests of European community activities. Bandung is a domicile destination for Dutch or European first-class people because it has complete urban facilities and infrastructure to support the activities of its residents (Reiza D. Dienaputra, 2005).



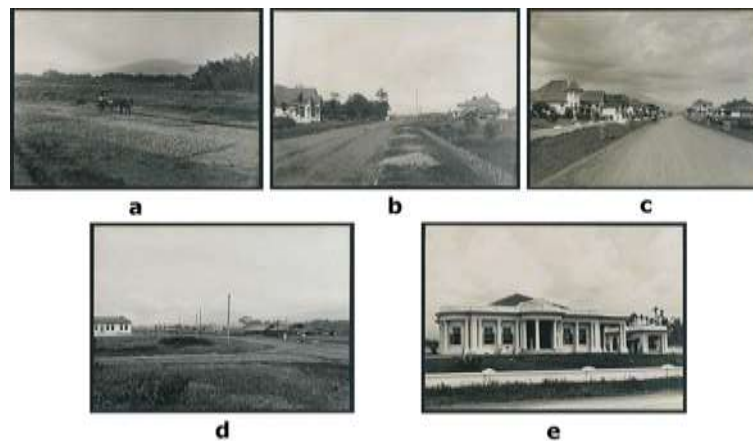
(Source: www.geocities.com 2010; Voskuil 1996: 228, modified by Hari Kurniawan and Denny Santika)

Figure 1. *Riouwstraat* area in Bandung in 1933-1938

The *Riouwstraat* settlement is located in the vicinity of the Oranje Nassaplein (Scouting Field). The housing is intended for civil servants, the military, and the upper

middle class of the Netherlands. This residential area is known as Kapitein Hill which was designed on the initiative of D.H. Tons. In this complex there is a Pension (a motel-type rental house) otherwise known as Lux Vincet, which is managed by L.W. Huisman (Haryoto Kunto, 1985: 64).

The Riouwstraat settlement is designed to be environmentally friendly because it contains green open spaces in the form of parks, such as: Oranje Nassau Plein (Pramuka Park), Molukken Park (Maluku Park), and Insulinde Park (Ade Irma Nasution Traffic Park) (Sudarsono Katam and Lulus Abadi, 2006: 81, 86). In this area, there are still many protected mahogany species (*Swietenia mahagoni*) from colonial heritage (Haryoto Kunto, 1985).



Information: (1a) An area of open land that will be used as a residential area for *Riouwstraat*; (1b, 1c) It appears that some houses have been completed on the left and right sides of the road; (1d) There are several piles erected to support the electrical installation system to houses; (1e) The official house of *Gouvernements Bedrijven* in a neo-classical architectural style (Source: Sudarsono Katam and Lulus Abadi, 2006: 138-140, 313).

Figure 1. *The condition of the Riouwstraat area in the 1900s*

The existence of houses in the typical architectural style of a blend of European and traditional in the Riouwstraat area is increasingly threatened due to the penetration of various commercial activities, including: factory outlets, malls, supermarkets, restaurants, cafes, and hotels. Various types of commerce and business based on shopping centers such as *factory outlet* (FO) and malls have continued to grow rapidly since 13 years ago, starting in 1998 to be exact.

Cultural heritage buildings in the form of residences in this area have changed functions uncontrollably and some have even been completely destroyed. The existence of the shopping center directly threatens the sustainability and identity of the city of Bandung itself, even though the area is a protected area and must be preserved. The problem of preserving cultural heritage in this area requires a comprehensive management action, which can be started on the smallest scale because something big is impossible if there is no smallest unit that supports it to form a large unified system. Because cultural resources are priceless and cannot be repeated or made intact as before, they need to be managed so that they can be sustainable and useful for future generations. The purpose of this study was to determine the background of the adaptive reuse of cultural heritage in the Riouwstraat area, identify significant values and characteristics of cultural heritage contained in the Riouwstraat area, and formulate a strategic model of cultural resources management in the Riouwstraat area. The benefits of this research are in the form of

recommendations that can be used as reference material by local governments, building owners, and investors in the development of Cultural Conservation in the Riouwstraat Area.

II. Research Method

The research method is closely related to the procedures, tools, and research design used (Moh Nazir, 2005: 44). The reasoning used in this study is inductive reasoning. Inductive reasoning begins with collecting data in the form of facts or phenomena in the field which are then analyzed to get a general conclusion without suggesting a hypothesis (Deddy Mulyana, 2003: 155-157). The data presentation is presented with analytical critical descriptive which aims to explain systematically, factually, and accurately about the facts, characteristics, and relationships between phenomena studied in the field. The phenomenon of descriptive analysis is a form of proof of two forms of findings, namely problems and objects as problems (Moh Nazir, 2005: 54-55).

The approach used in this research is Cultural Resource Management in the Riouwstraat area of Bandung. The important goal of this Cultural Resource Management approach is to find common ground for various conflicts of interest between stakeholders and solve problems regarding the preservation of cultural resources. The scope of the research area is based on the spatial aspect with a semi-micro scale. Semi-micro spatial review aims to determine the pattern of distribution and relationships between buildings within a site, their distribution and the relationship between buildings and their environmental conditions and natural resources (Mundardjito, 1990: 19-31; Inajati Adrisijanti, 2000: 29).

A cultural resource management approach that pays attention to spatial aspects will be applied in the Riouwstraat Area management strategy. Spatial is a pressing point because this area is included in the urban settlement heritage. Nahoum Cohen (1999) explained that the most important aspect in urban conservation is the validity of archaeological data which is the basis for reference in the future conservation design process.

The process of collecting primary data was obtained through observation and interviews and secondary data was obtained from literature study. Observation includes two areas of observation, namely intensive observation and extensive observation. The intensive observation area is along the LLRE Martadiana road, while the extensive observation area is the area around the intensive observation area that has a direct relationship with the object of research. Objects that are included in intensive observation include aspects of the physical environment (topography, road network, settlements, and buildings), social, economic, and cultural aspects. Specifically for building objects, this research uses purposive sampling. Research with purposive sampling of samples does not aim to generalize the results of the study but prefers to solve problems that are casuistic in nature (Deddy Mulyana, 2003: 187).

Interviews were conducted unstructured and conducted in-depth (in-depth interviews). The interviews were adjusted to the needs and conditions of the interview, including the socio-cultural conditions (religion, ethnicity, gender, age, education level, and occupation) of the respondents (Deddy Mulyana, 2003: 180-181).

In this study, the interview was divided into three parts of the respondents. First, respondents who were interviewed came from Bandung City Government agencies, such as the Bandung City and Province Culture and Tourism Office, City Spatial Planning Service, Regional Development Planning Agency, and the Archaeological Center. Second,

respondents who were interviewed came from investors or entrepreneurs (users or users of Cultural Conservation Buildings). Finally, the respondents who were interviewed came from community elements, such as: building owners, street vendors around the research area, and the non-governmental organization Bandung Heritage.

The collected data are combined (literature study, observation, and interviews) and then analyzed by first identifying cultural resources and determining the area's important values.

The synthesis is carried out after going through a process of data analysis and interpretation that is synergized with local government regulations and policies. Recommendations are the final results that can be used as a reference for the Bandung City Government for a strategy for managing cultural heritage in the Riouwstraat area that accommodates various potential cultural resources in one synergy with various stakeholder interests.

III. Results and Discussion

Based on the results of observations in the field, the transfer of the function of the Cultural Conservation Building in the Riouwstraat Area does not prioritize the principles of preservation. Changes in Cultural Heritage Buildings in this area are relatively fast and increasingly out of control. A Cultural Conservation Building can change its function 2 times a year, so that many Cultural Conservation in the Riouwstraat area are degraded both in quality and quantity. The percentage of growth rate of conversion of Cultural Heritage Buildings in this area is mostly turned into commercial buildings, which is 39.73% consisting of factory outlets (FO), cafes, restaurants, and hotels. In addition, the percentage of buildings that have been converted into banking, military, educational, hospital, office and religious facilities is 34.25%. The rest is still functioning as a residence, which is 26,03%.

The economic condition of the population is a condition that describes human life that has an economic score (Shah et al, 2020). Economic growth is still an important goal in a country's economy, especially for developing countries like Indonesia (Magdalena and Suhatman, 2020). Basically the transfer of BCB functions in the Riouwstraat area occurs due to the transformation process which is motivated by various factors, namely: economic which is also related to socio-cultural conditions, strategic location, and government policies. Economic factors related to the law of supply and demand, the role of consumers determines the stability of the existence of a place of commerce. While the selling value of this area is also formed from the uniqueness and characteristics of BCB. The strategic location factor is related to the location of this area which is in the city center and adjacent to the center of government so that it is supported by adequate facilities and infrastructure. The last factor is government policies related to licensing regulations, legal action, and tax provisions, especially PBB.

Observing the results of the observations above, it is very regrettable if the Riouwstraat area is not managed properly because this area has an important value to strengthen identity or identity at the regional level. The analysis of the significance of the Riouwstraat area is categorized into three aspects, namely: history, science, and culture. The Riouwstraat area has historical value because it is related to the plan to move the capital city of the Dutch East Indies from Batavia to Bandung; is an elite settlement equipped with various supporting facilities; there is a residence for the head of the Dutch East Indies Government-Owned Enterprise (Gouvernements Bedrijven); as well as evidence of the historical manifestation of the political policy of Decentralisatiewet, as

well as describing the relationship between the development of the city of Bandung from the Dutch era to the present.

The preservation of the Riouwstraat Cultural Heritage Area needs to be emphasized on three aspects, namely: authenticity, contextualization, and interactivity. The authenticity of cultural values that are maintained consists of: form and design, materials, uses and functions, traditions, management techniques and systems, location and environmental setting, as well as the spirit and feelings that surround them. Contextualization is a process to reinterpret cultural values for the present so that they are useful for society. Meanwhile, the contextualization process will be more successful if there is a close interaction between the community and the cultural remains (Daud Aris Tanudirjo, 2006: 4-5).

Solutions to stop the widespread use of cultural resources that are not in accordance with the principles of conservation can be taken in various ways, including:

3.1 Law Enforcement

The legal umbrella for managing cultural resources in Indonesia is UURI No. 11 of 2010 as a result of the revision of UURI No. 5 of 1992. Other regulations are contained in UURI No. 10 of 2009 concerning Tourism, UURI No. 26 of 2007 concerning Spatial Planning, and UURI No. 23 of 1997 concerning Environmental Management.

The era of regional autonomy gave a glimmer of hope in the preservation of cultural heritage. In this era, the management of cultural heritage is left entirely to the local government. Cultural heritage that was previously ignored and neglected, is now getting better attention, but some regions are still having trouble making the right formulation regarding the preservation of cultural heritage.

Regarding the management of the Riouwstraat area, strict law enforcement efforts are needed so that it can ensnare anyone who tries to destroy or damage cultural resources in this area. The regulation on the management of cultural heritage in the city of Bandung is contained in Perda no. 19 of 2009 concerning Management of Cultural Conservation Areas and Buildings and Regional Regulation No. 3 of 2006 concerning Regional Spatial Planning (RTRW).

Law enforcement related to the misuse of cultural resources in the city of Bandung has not been effective due to several things, including: the emergence of resistance to government policies due to lack of socialization, not involving the community, and there is still overlap between central and regional regulations. Violations against the use of cultural resources are still rampant even though the local regulation has been passed. This is really ironic, ideally every regulation is made to make a deterrent for anyone who abuses or destroys cultural resources but the perpetrators are rarely prosecuted to court on the grounds of weak evidence.

The mode of destroying cultural resources is carried out in various ways, such as demolition by emptying the building for a long period of time so that it is neglected and damaged, which is finally executed by demolishing the policy. Another mode is deliberately burning, with the pretext that the fire was caused by a faulty electrical installation (short circuit). The form of violations that are vague in nature, usually occurs in the conversion of residential buildings to commercial buildings, which sometimes in practice do not comply with the provisions of the initial permit (the current design is different from the proposed design). In the latter case, the land allotment for the park is sometimes spent on the parking area. These violations can be prosecuted legally for violating the provisions of Law no. 11 of 2010 articles 66 and 67 and may be subject to criminal sanctions as stipulated in article 105, as follows:

Any person who intentionally damages the Cultural Conservation as referred to in Article 66 paragraph (1) shall be sentenced to a minimum imprisonment of 1 (one) year and a maximum of 15 (fifteen) years and/or a minimum fine of Rp. 500,000,000.00 (five hundred million rupiah) and a maximum of Rp. 5,000,000,000.00 (five billion rupiah).

Be a matter of reflection, whether the problem above lies in the weakness of law enforcers (unprofessional) or in the rules themselves. In terms of the rule of law, the Bandung City Government should strengthen the status of the Riouwstraat Area as a Regional Cultural Conservation Area with the mechanism for making a Decree, even though it has previously been stipulated in Perda no. 3 of 2006. At the level of law enforcement, it is necessary to make an MoU containing cooperation between law enforcement agencies related to the handling of all forms of violations of cultural heritage. Legal products and their instruments should be made to bridge all the problems that occur, not to take advantage of conflicts, let alone to destroy cultural heritage.

The granting of permits for the use of cultural resources should be preceded by a feasibility study or analysis of environmental impacts. The decision to grant permission and refuse a utilization permit is guided by the results of the analysis conducted by a team of experts. If in the field it is found a violation of the preservation of cultural resources, the city government has the right to revoke the utilization permit.

The legal provisions for the use of space in the city of Bandung are guided by UURI No. 26 of 2007 concerning Spatial Planning and Bandung City Regional Regulation Number 3 of 2006 concerning Regional Spatial Planning (RTRW), which regulates development planning activities and anticipates deviations and violations related to predetermined provisions. An effective licensing mechanism is useful for facilitating development control and controlling violations of spatial plans, and the existence of incentives and disincentives can encourage well-planned development planning.

The basic principles of the licensing mechanism in space utilization are as follows:

- a. Every activity and development that has the potential to cause disturbance to the public interest is basically prohibited except with permission from the Bandung City Government.
- b. Each activity and development must seek permission from the local government which will check its conformity with the plan, as well as legal administration standards.
- c. Any application for development that is not in accordance with the spatial plan must go through an in-depth study to ensure that the benefits far outweigh the disadvantages for all relevant parties before being granted a permit.

Carelessness in granting permits will result in the emergence of deviant or illegal use of space which is difficult to regulate. Therefore, a disincentive mechanism is also needed to inhibit the use of space that is not in accordance with the spatial plan. During the transition period of the planning stage, the permit must be granted if the impact of the requested activity is negative and/or small. Changes in the approved application for space utilization must be subject to disincentives in the form of:

- a. Fine (*development charge*) according to the type of violation of the spatial plan.
- b. The imposition of development impact fees is in accordance with the externalities that must be overcome and efforts to return them to quality before the project was built.

Controlling violations of space utilization is carried out in the form of concrete actions that are directly carried out by the Bandung City Government through an inspection and investigation mechanism for all violations or irregularities in spatial use that are not in accordance with the spatial plan. The forms of violations or irregularities in the use of space and their controlling actions can be classified as follows:

- a. The use of space is not in accordance with the function of space.
In this regard, the forms of control that can be applied are: warnings, cessation of activities and temporary revocation of permits that have been in order, and permanent revocation of permits granted.
- b. Utilization of space is in accordance with the function of space but the intensity of utilization deviates.
Deviations in the intensity of spatial use and development cover the size of the area, this is related to the consistency of the application of the spatial plan concept with technical implementation in the field, such as changes in the basic building coefficients, building floor coefficients, or green basic coefficients. The form of control that can be applied is the cessation of activities, or the limitation of activities to an area that is in accordance with the implemented plan.
- c. Utilization of space in accordance with the function of space, but not in accordance with technical provisions.
Deviations from technical provisions include violations of building height, building demarcation lines, parking provisions, and other technical provisions for facilities and infrastructure as stipulated in the area tread plan, or the building and environmental planning plan (RTBL), or the stipulated city standards. In this regard, the form of control that can be applied is the termination of activities and the fulfillment of technical requirements.
- d. The use of space is in accordance with the function of space, but the form of space utilization deviates.
In this regard, the control that can be carried out is the cessation of activities and adjustments to the form of space utilization.

Specific incentives and disincentives to protect the preservation of cultural heritage are regulated in Bandung City Regional Regulation No. 19 of 2009 chapter V article 9 paragraph 2. Incentives and disincentives are non-economic control instruments in the management and restoration of areas and/or cultural heritage buildings. The type, nature, and time of delivery are calculated on a case by case basis determined by the Mayor of Bandung based on the advice of the Consideration Team for the Conservation of Areas and/or Cultural Conservation Buildings. The team first conducted a feasibility study, the results of which were recommendations to the Bandung City Government in making policies on the preservation of cultural heritage areas and/or buildings. More specifically, the provisions of this team are regulated in Chapter VI (regarding institutional) Bandung City Regional Regulation No. 19 of 2009.

The provision of incentives and disincentives is classified into 3 parts. First, incentives and disincentives that can be applied directly in the short term. The forms of incentives provided are: land and building tax relief; appropriate reuse (adaptive reuse); preservation instructions; consultation with experts; ease of licensing; ease of publicity/promotion; and awards from the government. The form of disincentive given is in the form of taking over building maintenance; building design guidelines; special permission to change the function; publication of building alterations in the mass media; and warning letters.

Second, incentives and disincentives that need further completeness or clarity in the medium term. The incentives provided are in the form of: third party loans; conservation and government assistance; investment tax credit for rehabilitation; transfer of rights to build/TDR; exemption from administration fee for Building Permit (SIMB); third parties in the transfer of ownership; and preservation assistance from third parties. The forms of

disincentives given are in the form of: punitive sanctions, material fines, restoration, expropriation, and ownership of buildings by the government.

Third, incentives and disincentives that determine the new rules in the long term. The incentives provided are in the form of government loans, compensation money from the government, and financing for the rehabilitation tax increase. The forms of disincentives given are in the form of: imposition of a higher amount of PBB, restrictive agreements, and special procedures for transfer of ownership.

Violations of the preservation of cultural heritage can be prosecuted according to the provisions of Law no. 11 of 2010 Articles 66 and 67 are in the form of imprisonment for 1 year to 15 years and/or a fine of Rp. 500,000,000.00 to Rp. 5,000,000,000.00. Misuse of space functions can also be subject to strict sanctions, namely in the form of administrative witnesses and criminal sanctions in accordance with the provisions of UURI No. 26 of 2007 articles 62-63 and 69-74. The administrative sanctions imposed depend on the level of the violation which can be in the form of: a written warning; temporary suspension of activities; site closure; license revocation; license cancellation; demolition of buildings; restoration of space functions; and/or administrative fines.

3.2 Making a Master Plan for Management of Cultural Resources

The master plan is like a blueprint in which it regulates the proportion of government and office areas, settlements, green open spaces, the economy, cultural heritage areas, and industry. The master plan is made by involving all stakeholders. In the master plan there is a conservation manual that accommodates economic and conservation interests. This guide is an integrated part of the utilization permit application process, which contains technical instructions for maintaining or returning materials and important value elements contained in cultural resources.

In preparing technical guidelines for managing cultural resources, it is necessary to prioritize a win-win solution (all parties feel benefited) which takes into account the following points:

- a. Involve all parties involved in order to obtain maximum results.
- b. Prioritizing an integrated partnership between the government and the private sector.
- c. Strengthening coordination and interaction which is continuously developed not only at the planning level but also at the implementation, monitoring, and evaluation stages.
- d. Seeing the level of community appreciation as one of the parameters for the success of conservation policies (Adhisakti, 2001).

Bandung City Government needs to make policies that are specifically related to the management of cultural resources in the Riouwstraat area. This structuring policy can take the form of a Cultural Conservation Area Master Plan (RIKCB) which is structurally a derivative of the City Spatial Planning (RTRWK). At the technical level, RIKCB is equipped with guidelines for utilization, development, and licensing schemes, which are structured and continuously updated within a certain period of time according to the needs of the times. This guideline becomes the legal basis and binding rules in utilizing and developing cultural resources in a planned, integral, and proportional manner. With the RIKCB, all potential cultural resources in this region can be harmonized for development purposes on a regional and national scale.

Preservation of Cultural Heritage Buildings in the Riouwstraat Area refers to the results of the analysis of the importance of Cultural Heritage Buildings in this area, each building can be classified into 3 groups, namely building groups: A (main), B (madya), and C (pratama) (see appendices 1 and 2). This classification relates to conservation measures that will be applied to each Cultural Conservation. Provisions for the arrangement of

Cultural Conservation in this area are based on the Bandung City Regulation No. 19 concerning the Management of Cultural Conservation Areas and Buildings, as set out in articles 22, 23, and 24 with the following provisions:

1. Degree of Protection A, the condition of the building or environment is very special, so that the building and the environment are not allowed to be changed at all. If the function of the building is to be changed, the change in function must be carried out with strict preservation methods. Conservation B Class A Cultural Conservation buildings are implemented with the following provisions:
 - a. buildings are prohibited from being demolished and/or modified;
 - b. if the physical condition of the building is bad, collapses, burns or is not fit to stand upright, it can be demolished to be rebuilt in the same way as it was originally;
 - c. maintenance and care of the building must use the same/similar material or have the same character, while maintaining the ornament detail of the existing building;
 - d. in the revitalization effort, it is possible to make adjustments/changes in function according to the applicable city plan without changing the shape of the original building;
 - e. in parcels or land It is possible for a Cultural Conservation Building to have additional buildings that become a unified whole with the main building.
2. Degree of Protection B, the condition of the building or the environment in its development must refer to preservation. Changes can be made to accommodate the new functionality, but under strict conditions. Conservation of Class B Cultural Conservation Buildings is carried out with the following provisions:
 - a. the building is prohibited from being deliberately demolished, and if the physical condition of the building is bad, collapsed, burned or unfit to stand upright, it can be demolished to be rebuilt in the same way as it was originally;
 - b. maintenance and care of the building must be carried out without changing the facade pattern, roof and color, as well as by maintaining important building details and ornaments;
 - c. in the rehabilitation and revitalization efforts it is possible to change the interior layout, as long as it does not change the main structure of the building;
 - d. in parcels or land It is possible for a Cultural Conservation Building to have additional buildings that become an integral part of the main building.
3. Degree of Protection C, conditions or environments can be developed, which is adjusted according to aesthetic standards. changes can be implemented more leniently than Degree of Protection B. Conservation Class C Cultural Conservation Buildings are implemented with the following provisions:
 - a. changes to the building can be made while maintaining the pattern of the facade, the main architecture and the shape of the roof of the building;
 - b. details of ornaments and building materials are adjusted to the architecture of the surrounding buildings in environmental harmony;
 - c. addition of buildings in plots or parcels can only be done in the back Cultural Conservation Buildings that must be in accordance with the architecture of Cultural Conservation Buildings in environmental harmony;
 - d. the function of the building can be changed according to the city plan.

If demolition of historic buildings is unavoidable, new developments must respect and enhance the shape and identity of the pre-existing environment. Contextual continuity is chosen as a middle way to achieve the continuity of the history of the city or place in the time frame (Harastoeti, 2007). Therefore, new developments or building conversions

should pay attention to contextual continuity in order to provide tolerance for differences and localities.

The form of treatment for the Riouwstraat Cultural Conservation Area and Building can be carried out in several scenarios (adapted from Bandung City Regulation No. 19 articles 20 and 21), as follows:

1. The improvement and revitalization of urban infrastructure is carried out first by the city government.
2. Handling the arrangement and preservation of this area can be carried out on each class of cultural heritage buildings in parallel or in stages that are adjusted to the city's spatial plan.
3. For the preservation of the building class A (especially residential houses) the handling is carried out by the resident community by carrying out maintenance and construction in accordance with the criteria specified for the cluster.
4. For the preservation of building groups B and C (which have been converted into commercial buildings) the handling is left to investors with direct supervision or assistance by a team of experts.

The strategy for managing the cultural resources of the Riouwstraat area is based on conservation and benefit for the community. The strategy for managing cultural resources in this area is to develop programs that emphasize several aspects, including: building coordination among stakeholders; build community-based participation (participatory of community based); establish a commission for the preservation of cultural resources; make a master plan for the management of Cultural Conservation; and licensing mechanisms and feasibility studies.

The arrangement of the Riouwstraat area is focused on the activities of structuring physical buildings, structuring traffic, structuring roads and sidewalks, arranging billboards, and reforestation. The protection of the important value of cultural resources in the Riouwstraat area can be achieved by making zoning boundaries. The last part of the whole process of managing the Riouwstraat Area is monitoring and evaluation to ensure that the cultural resource management system runs well.

In the dynamics of managing cultural resources, of course, new problems will arise, to solve them, a solution that puts forward a win-win solution is needed. Preservation of Cultural Heritage in the Riouwstraat Area requires harmonization between economic interests and conservation. The meeting point between the two must be strengthened by community participation in any cultural resource conservation program.

Preservation of cultural resources in the Riouwstraat Area is an effort to preserve the noble cultural values behind these objects to future generations. This can work effectively if the important values of Cultural Conservation are always in the context of the system. Therefore, the Riouwstraat area must be preserved amidst the onslaught of economic interests.

IV. Conclusion

The identity of the Bandung Riouwstraat area is in danger of being lost because of the rampant activity of changing the function of cultural resources that is not in accordance with conservation and it is feared that it will damage the important values and identity of this area. Basically, the transfer of function occurs due to the transformation process which is motivated by various factors, namely: economic which is also related to socio-cultural conditions, strategic location, and government policies. Economic factors related to the law of supply and demand, the role of consumers determines the stability of the existence of a

place of commerce. The selling value of this area is also formed from the uniqueness and characteristics inherent in cultural resources. The strategic location factor is related to the location of this area which is in the city center and adjacent to the center of government so that it is supported by adequate facilities and infrastructure. The last factor is government policies related to making regulations on utilization permits, legal action, and tax provisions, especially PBB.

The preservation of the Riouwstraat Bandung area is very urgent to be carried out so that the important values and identity of the area are maintained so that they are useful for future generations. The Riouwstraat Bandung area from the perspective of cultural resource management needs to be preserved, starting with the process of identifying and determining the importance of cultural resources in this area.

The strategy for managing cultural resources in the Riouwstraat Bandung area with the principle of preservation and benefit for the community. The strategy for managing cultural resources in this area is to develop programs that emphasize several aspects, including: coordination between stakeholders; build community-based participation (participatory of community based); establish a Commission for the Conservation of Cultural Resources; create a master plan for the management of cultural resources; as well as licensing mechanisms and feasibility studies. On the other hand, the spatial planning of the Riouwstraat Bandung area is needed to be developed into a conservation-based urban tourism area. Arrangement activities in this area include physical arrangement of buildings, traffic management, road and sidewalk arrangement, billboard arrangement, and reforestation. Furthermore, the implementation of zoning as an effort to protect the important value of cultural resources in the Riouwstraat Bandung area. Finally, the mechanism for monitoring and evaluating forms, which is a part that completes the entire process of managing the Riouwstraat Area.

Preservation of cultural resources in the Riouwstraat Bandung area is not just creating a beautiful place (beautiful place), but no less important is preserving the noble cultural values behind these objects to future generations. This can work effectively if the important value of cultural resources is always in the context of the system. Therefore, the Riouwstraat area must be preserved amidst the onslaught of economic interests.

In the dynamics of the management of cultural resources, of course, new problems will arise. To solve this, a solution that puts forward a win-win solution is needed. Preservation of cultural resources in the Riouwstraat area requires harmonization between economic interests and conservation. The meeting point between the two must be strengthened by community participation in any cultural resource conservation program because it is the identity of the region, the identity of the city, and the identity of the Bandung people.

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