Improvement of involvement society in the context of smart community for cultural heritage preservation in Singosari

Fendy Firmansyah a,*, Ummi Fadlilah K a

Abstract

Singosari is an urban heritage area where is located in Malang Regency with heritage object such as Singosari Temple, Sumberawan Temple, and 2 Dwarapala Statues. Singosari urban heritage area is needed to preserve because it has historical and cultural value as future learn materials about Singosari origin. Nonetheless many people who lived around Singosari heritage area do not know even do not care about heritage. There are only some of them who care about heritage area in Singosari. They made a community named Gerakan Masyarakat Peduli Singosari (G MPS). GMPS need to do any efforts to persuade people in preservation of Singosari heritage area. This research used literature review as analysis method with rationalistic approached. The result is GMPS need to do some effort to persuade community in heritage preservation such as promotion activities about urban heritage, socialization activities about urban heritage, and innovative activities that involve community to keep urban heritage area or objects sustain.

1. Introduction

Based on Law of the Republic of Indonesia Number 10 Year 2010 About the Cultural Heritage mentioned the definition of Heritage Preservation is a dynamic effort to maintain the existence and value of cultural heritage in a way to protect, develop and utilize it. The role of various parties in needed in heritage preservation such as government, private sector, and community. Government may preserve urban heritage by collaborated with private...
sector to develop heritage area as a tourism area. While community may preserve urban heritage area by not damaging and distorting the existing of heritage objects. Community’s involvement around urban heritage area for preservation is really needed. Many case about heritage object damage is caused by community ignorance and passiveness.

Singosari is an urban heritage area where is located in Malang Regency. There are Singasari Temple, Sumberawan Temple, and 2 Dwarapala Statues in this area which is able to develop and accommodate heritage tourism. Based on those potency make Singosari heritage area need to maintained and preserved. In reality many people around this heritage area who do not know and do not care about cultural heritage, even they really dislike and think that temple is a place of statue and not appropriate with moslem tradition. It is true that people who lived around heritage object are dominated by moslem. We may see this from the amount of Islamic boarding school that exist there.

In terms of that existing condition may conclude that people around Singosari heritage area is still not ready to do heritage preservation even though community has an important role in heritage preservation. While there are some people who still care about urban heritage in Singosari and they have made a community named Gerakan Masyarakat Peduli Singosari (GMPS). They have done some activities to protect urban heritage in aim to create Singosari as the icon of Malang Regency. They have done many activities such as greening and rescue statue that will be traded. Unfortunately, their activity does not get more attention from government or other community. Therefore GMPS must change to be a smart community. Smart community in case of cultural heritage means a group of people who have same goals to prepare and help other society in order to make them better understand about the importance of technology, economy, development, creativity, and innovation related to cultural heritage preservation in the global. The community in Singosari could do some efforts to make people around cultural heritage area aware about the importance of preservation and maintenance cultural heritage with smart community principle.

2. Methods

This research use rationalistic approach. Rationalistic approach is an approach which explain the result of literature review or other researcher’s mindset about problem or topic (Syahban, 2012). Rationalistic thought based on theory analysis result’s and empiric analysis. Rationalistic approach is chosen to make it appropriate with research’s goal. The research’s goal is analyze community preparedness to be smart community in cultural heritage preservation. This research use literature review as analysis tool. Purwono (2010) mentioned that literature review is all effort which is done by the researcher to collect relevant information from scholarly books, research’s report, scholarly article, thesis and dissertation, regulation, and other written source both print or electronic. Those collected information are evaluated then and compared with existing condition of the research’s problem.

3. Result and Discussions

Cultural heritage is everything that was once the center of complexity of economy, social, cultural accumulate historical significance (Shirvani, 1985). While heritage area is an area that had become centers of economic activity, social, cultural and historical significance has accumulated a wealth of typology and urban heritage morphology that form in historical site, historical district, and historical cultural. By that definition we may conclude that urban heritage is a city heritage that has such historical value of the building contain elements of history and cultural. Therefore urban heritage should be maintained and preserved because it keeps historical and cultural value in the past. Urban heritage preservation is needed to do by many parties such as government, private sector, and community.

Based on research about urban heritage preservation that had been held in Iran indicate urban heritage preservation problem was happened because of the lack of community participation and imbalance power in region managing. The problems that emerged is urban sprawl and it gives an impact that make the traditional pattern city damaged.

Community involvement can be defined as a relationship built by community members through collaboration and working together to achieve common goals and to make their community a better place in which to live (McCloskey et al, 2011). The importance of community involvement has been highlighted by the Charter for the Conservation of Historic Towns and Urban Areas 1987 (Washington Charter), which states: “The participation and the involvement of the residents are essential for the success of the conservation program and should be encouraged”. Community involvement can address conflicts and assist in clarifying the concept of heritage among
Several trends in heritage management indicate that public participation is an essential component of successful conservation programs (Yung & Chan, 2011). Community involvement may form sense of belonging, trusted, credibility among community members. Awareness and community involvement should be developed through promotion both social media and education. Continuous promotion should be held via mass media such as newspaper, television, radio, brochures as well as the internet to create more awareness among all level of society. Educational seminars and workshops on building conservation are encouraged especially among the younger generations with the participation and interest from both government and non-government organizations (Mahmed, 2012).

Besides community involvement, stakeholders (experts, government, and private sector) also have an important role in urban heritage preservation. Esther H. K. Yung and Edwin H.W. Chan (2011) mentioned that the difference of point of view between stakeholders may also become a problem in urban heritage preservation. A study of successful urban heritage preservation that had been done in Ontario, Canada shows that their successes may be achieved due to balanced development. For example, new additions to buildings were not visible from the road and thus did not negatively impact the aesthetics of place.

Mastura Jaafar et al (2014) mentioned that positive perception and community involvement in urban heritage preservation need to be given since early age. Community could involved in supporting and promoting their own urban heritage. Beside that community at the early age needs to be educated about urban heritage. So that they will preserve and maintain existing heritage (Syakir et. all. 2015).

Babic (2015) mentioned in his paper that community participation in urban heritage conservation is crucial. People around urban heritage area should have responsibility to keep and manage the existing urban heritage object. Case study conducted in Eco-Museum France Le Creusot-Montceau-Les-Mines uncovered that there is community participation in managing and keeping the museum area to make these aspects, economy, social, and environment be balance. Eco-Museum movement is enough to improve experience in preservation and management of urban heritage aspect. Local community around urban heritage area do any activities to keep the environment balance such as greening. Those activities must not separated from the role of archeologist and cultural heritage. They give strategies to community and supported by local government there.

Development and preservation of urban heritage area as a tourism area also need to involve the community. Beside public contribution to preserve urban heritage area, local economy of the surrounding communities may also develop (Amir Syakir et al, 2015). Public need to know who the visitor or tourist are and what they need to create sustainable local economy development. Therefore community around urban heritage tourism area could adapt what the visitor need and develop their local economy.

Based on those explanation may conclude that communities have a very important role in urban heritage preservation. While communities in Singosari urban heritage area do not know and even do not care about heritage objects around them. It becomes a big challenge for Gerakan Masyarakat Peduli Singosari (GMPS) who want to keep and preserve Singosari urban heritage area. GMPS also has to change to be smart community. the definition of smart community is a group of person who have the same goal to prepare and help others community to better understand about the importance of technology, economy development, creativity, and innovation related to urban heritage preservation to make it survives in global.

From the explanation and definition about urban heritage preservation above, it can be sequencing the activities that GMPS should do as a smart community to communities around Singosari Urban Heritage area such as:

1. Promotion activities about urban heritage
2. Socialization activities about urban heritage
3. Innovative activities that involve community to keep urban heritage area or objects sustain

The first step that could be done by Gerakan Masyarakat Peduli Singosari is promoting Singosari urban heritage area through the media which is accessible easily by all communities. It aims to attract community interest in Singosari urban heritage. After community attracted GMPS held socialization for them supported by expert in urban heritage aspect. It aims to make community understand about the importance of keep and preserve urban heritage. After those goals reached GMPS should do innovative activities that involved community to keep Singosari urban heritage area or objects. For example sustainable greening program in Singosari urban heritage area. In this program community not only involved in growing trees and other plants but also involved in keep and manage the sustainability of this program.

For young adults, the Gerakan Masyarakat Peduli Singosari can give teaching program for kids about the community members.
importance to maintain and preserve urban heritage. The understanding about a thing is better done since young because it give huge impact for their mindset. Therefore, the GMPS have to give teaching program about urban heritage for kids in Singosari urban heritage area.

If there is plan from government to develop Singosari urban heritage area becomes tourism area, so GMPS can help local residents to develop their local economy. For example it can give information about candidates tourists and what they need. Besides that, GMPS can give training for residents to make something creative and unique, then it can be a souvenir from the sights.

For muslim community who refused the objects cultural heritage because it contraries to their belief, then GMPS can make a seminar for them. The seminar can give knowledge that urban heritage is a historical heritage which has cultural values, not the values of other religion that doesn’t fit their understanding.

The Gerakan Masyarakat Peduli Singosari has to more active in spreading and persuading community to maintain and preserve Singosari urban heritage area. However it will futile if there is no government support and stakeholders. Besides, GMPS also has to cooperate with experts in urban heritage fields for programs which will they do.

4. Conclusions

Residents in Singosari urban heritage area who don’t both understand and pay attention with urban heritage in around them become crucial issue in preserving urban heritage area. Therefore, urban heritage community which is Gerakan Masyarakat Peduli Singosari has to make effort in order to make community understand and pay attention to the improtance of urban heritage preservation . Efforts that can do are:

1. Promotion activity about urban heritage
2. Socialization activity about urban heritage
3. Inovative activity which involves community for maintaining area or objects of urban heritage sustainable

Those effort also needs government support, stakeholders, and experts.

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