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## THE POTENTIAL DEVELOPMENT ANALYSIS OF KAMPUNG CITY TOWARD SPECIAL INTEREST TOURISM (ART, CULTURE, AND ARCHITECTURE) IN THE CITY OF MALANG (Case Study: Heritage Village, Malang City)

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**ABSTRAK**

Special interest tourism is currently developing and becoming one of the favourite destinations for tourists. One of the conceptual developments of special interest tourism is by developing urban villages. The urban village is one of the miniatures of Indonesia which contains various kinds of cultural wealth, history, social values, etc. The Kayutangan heritage village is one of the urban villages developed by the Malang City Government as a special interest tourist destination in the middle of Malang City. The character of the urban village is enriched with historical, architectural, art and cultural values which have not been explored and optimized as a special interest tourist destination. The heritage village only emphasizes the colonization infrastructure legacy while other potentials have not been explored optimally. Through this qualitative research, the other four potentials (historical, architectural, art, and cultural values) will be explored in detail and provide educational values for the Kayutangan urban village tourism.

**KATA KUNCI:** architectural art, culture, heritage kampung, history, special interest tourism

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**INTRODUCTION**

Tourism is one of the sectors that is experiencing constant development which has become a leading sector with fast growth in the world and also one of the stimulants of the world economy. This is verified by the contribution of tourism to the Gross Domestic Product (GDP) of 9.5% on a global scale (Yahya, 2015). One of them is that special interest tourism is a new trend that attracts many tourists because it is a new alternative in the world of tourism. This special interest tourism motivates tourists to enjoy different sensations during touristic activities, thereby increasing the demand for tourists for special interest tourism. The emergence of special interest tourism departs from human culture or habits, giving rise to terms such as culinary tourism, mystery tourism, halal tourism, etc. Tourist interest has experienced a shift in interest which initially referred to artificial mass tourism. However, current tourism optimizes natural local potential such as The Kayutangan heritage village which prioritizes local potential. The local potential of the Kayutangan heritage village is related to the long history of the development of Malang City. The local potential of the Kayutangan heritage village is related to architectural, historical, social, and cultural aspects.

Kayutangan heritage village is a heritage area with Dutch colonial architecture. This style appears in

various buildings, from shops, houses, schools, restaurants, to offices (Astrini, Martiningrum, & Adhitama, 2015). Although the Malang Municipality Level II Local Government Policy Number SK/104/U/II'80 has been established, the development of this Kayutangan heritage village continues to experience many changes over time. Thus, to maintain the character of the old look of Kayutangan Village, the policy was strengthened and changed to Perda No. 10 of 1989. This regulation enforces the prohibition of changes or the demolition of heritage buildings (Handinoto & Soehargo, 1996).

The Kayutangan heritage village has 2 (two) periods of historical development. The first period is the pre-Indische period, which is the period before the colonial government ruled Malang City. In this period, the Kayutangan heritage village began with the Kediri occupation because its land was fertile and dominated by agricultural areas so that the Thani Talun village emerged. The next period is when the Dutch entered Malang City (1800-1940), the main roads connecting to the centre of Malang City were connected. One of them is the Kayutangan road corridor and has developed into an economic centre. So that settlements around Kayutangan road, namely Thani Talun village (heritage village), are also experiencing development on the west side of Basuki Rahmat road. A more massive development as an economic centre

began to be seen in the 1980s until 1986. The result of this development is a modern shopping complex in Malang square which created major changes to the Kayutangan village (Rizaldi, Hariyani, & Wardhani, 2010).

Overall, the architectural character that was developed in the heritage village was influenced by the pre-Indische and colonial periods. Colonial and local characters can be seen from the form of housing and the morphology of the village space. Based on the potential owned by the Kayutangan Heritage Village, it deserves to be developed into a special interest for tourism.

## METHODOLOGY

This research is qualitative descriptive research, which only looks at the state of the object or problem and is not intended to draw or draw conclusions that are generally accepted.

### Data Collection Methodology

Data collection methods are divided into two methods, which are primary data and secondary data. Primary data is carried out by direct observation of the object of research and is equipped with interviews with informants to obtain comprehensive data. Observations were carried out in the entire heritage village area, Kayutangan which included observations from physical and non-physical aspects. Physical aspects include environmental conditions (natural potential as well as the built environment) while non-physical aspects include social, cultural and traditional aspects in Heritage village, Kayutangan.

### Data Analysis Methodology

The analysis technique in this qualitative research is descriptive qualitative analysis. This method was chosen because it aims to analyse the style of colonial houses in heritage villages and also the potential of social and cultural aspects in heritage villages.

## RESULT

### Research Location Description

The Kayutangan heritage village is one of the thematic villages in Malang City which is initiated due to the development of Colorful Villages, Blue Villages and 3D Villages. The presence of thematic villages in Malang City induced the emergence of other new thematic villages. Aside from being a tourist attraction, it also provides economic benefits for the surrounding community. Kayutangan heritage village. Kampung Heritage Kajoetangan Malang is located around the center of Malang City, which is on Jalan Jend Basuki Rachmat Gg. VI, Kauman, Klojen (figure 1). The

Kayutangan heritage village is one of the thematic villages in Malang City which was officially opened on 22 April 2018, designated as a cultural area (heritage) by the Malang City government (Arifina, 2018). Generally, The Kayutangan heritage village possesses common big cities urban villages morphology which has narrow roads and densely populated areas with strong historical potential.



**Figure 1.** Location overview map  
(Source: Author Analysis, 2021)

Located in the heart of Malang city, The Kayutangan Heritage Village is packed with potential tourist sites. There are approximately 30 tourist attractions that can be visited, including the Thousand Dutch Staircase Kartini House, Old Mosque, House, Old Punden House, Esther's House, Tandak Graveyard, Chimney House, Antique Gallery House, tunnel and other classic buildings. The oldest house in the heritage village was built in 1870 which is called the penghulu house. With all the tourist sites the Kayutangan heritage village has the potential to be developed into a special interest tourist village due to its specific character.

### Special Interest Tourist Attractions

Special interest tourism is tourism that arises from the specific motivation of the visitors in visiting the tourist destinations which is generally caused by the unique culture of the tourism (Thalia & Sugiyarti, 2011).

Special interest tourism in heritage tourism villages is more of a socio-cultural tourist attraction as well as architectural (historical) tourism because the Kayutangan heritage village has advantages in both aspects.

#### 1. Special interest tourist attraction (Architecture)

In the architectural studies further analysis, the development of heritage villages cannot be separated from the development of the city of Malang (in the colonial era) and also the village of Talun (during the Hindu-Buddhist era). This includes the Sukun River which has a significant role in the formation of settlements in Talun Village and Krempyeng Market, which possess its uniqueness as a traditional market inherited from the Kediri kingdom.

##### a. Kayutan History (colonial era)

The city of Malang existed in the 1400s. However, the new developments began in 1914 and Malang was designated as a "Gemeente" municipality.

Kayutangan village is one of the city centres in Malang City and also the main route connecting the city of Surabaya. The city structure in Malang began in the Dutch colonial era (Antariksa, 2017). Therefore, the development of the Kayutangan heritage village is influenced by the development of the city of Malang.

b. History of Talun (Hindu-Buddhist period)

Initially, the development of the Kayutangan heritage village started from Talun Village during the Hindu-Buddhist period. In the past, Talun village was a village that was given privileges by the kingdom of Kediri to manage household affairs independently (Swatantra). Eventually, Talun village became an advanced village in its time and was known as a Perdikan Village (a village that was exempt from taxes). Talun village is equipped with a market that can still be found today, namely the Krempyeng Market (Cahyono, 2019). Krepyeng Market used to be a market that was only open to certain markets so it didn't open every day. Therefore, the emergence of the Kayutangan heritage village was influenced by two things, which is the development of Jl Kayutangan (Dutch influence) and the emergence of Talun village during the Hindu-Buddhist period. Thus, it influences the appearance and type of architectural tourism that is presented.

According to the influence of the emergence of heritage villages, it can be concluded that settlements in the Kayutangan heritage village is heavily influenced by colonial architecture and the morphology of the village space has emerged during the Hindu-Buddhist period.

c. Colonial House

According to Antariksa (2017), buildings or dwellings must have a character formed by architectural elements. The Kayutangan heritage village has very high architectural values and has even become a characteristic of the area, two architectural styles characterize the residential character, namely the Art Deco and Jengki styles.

1) Art Deco Architecture

The Art Deco style is one of the styles that developed in the heritage village. Art Deco characteristics in heritage villages can be seen from the use of bright colours such as yellow and geometric shapes which can be seen from the shape of a flat roof with parapet or tower-shaped (Dewidar, 2018; Huang & Hu, 2018). Art Deco buildings are also equipped with canopies to harmonize with the existing climate (Santoso, 2017). Aside from its main function of adapting to the climate, the use of canopy is also used to emphasize the materials and their original characters on the simpler non-symmetrical aspects. Art Deco buildings that still survive today are still used by residents for houses and public facilities (figure 2).

2) Jengki Architecture







Figure 2. Settlements in Heritage village with Art Deco style (Source: Author Analysis, 2021)

In addition to the Art Deco style, there is Jengki Architecture which also dominates the settlements in the heritage village (figure 3). The distinctive character of the Jengki can be seen from the roof, and the processing can be seen. Jengki architecture is an architecture that developed around the 1950s-1960s and is an original Indonesian architecture that also developed in heritage villages. The development of jengki architecture in the heritage village developed in the 1950s which was a transitional era as a newly independent nation (Setyabudi & Nugroho, 2012).



Figure 3. Settlements in Heritage village with Art Deco style (Source: Author Analysis, 2021)

**Table 1.** Analysis of the Jengki building in the heritage village

No	Object	Jengki Architectural Character
1.		<p><b>Gable Roof</b></p> <p>The roof on the jengki style uses a gable roof. The two roofs do not meet and do not have a ridge so there is an excess of roofs.</p>
2.		<p><b>Slanted front wall</b></p> <p>The facade or front view has a sloping wall. Usually located on the edge of the building.</p>
3.		<p><b>Breeze block</b></p> <p>Breeze block is one of the efforts of a building to be able to adapt to the climate. Breeze block is also part of the aesthetic element in the visible part of the building which is placed on the gevel or above the doors and windows.</p>
4.		<p><b>Mix material</b></p> <p>The architectural style of jengki optimizes the use of natural materials combined with facade elements, thus giving an aesthetic impression.</p>

d. Kempyeng Market (Traditional market of the Kediri kingdom remains)

The Krempyeng market is a market that has historical value in the formation of Thani Talun Village (becoming the forerunner of a heritage village) (figure 4). Thani Talun Village is a fertile agricultural area that is inhabited by farmers. At the end of the tenure of Kediri (1049-1222 AD) gave special authority to Talun Village to manage household affairs independently (Swatantra), because Talun village was known as a perdikan village (a village that was exempt from taxes). Talun village became the initial embryo of the emergence of the Kayutangan heritage village which was marked since prehistoric times by the existence of a megalithic building with terraces along with menhirs and dolmens on the ground that hills around Mbah Honggo's tomb. The Krempyeng Market is located in the centre of Talun village because its existence is an important part of the development of Talun village (Cahyono, 2019).

Krepyeng Market was originally a traditional market that was only open on certain market days, so it was not open every day. Based on the history of the existence of this Krempyeng Market, it has existed since the days of the Kediri kingdom, and Talun Village is considered as one of the independent villages, therefore it still developing now.



**Figure 4.** Krempyeng Market  
(Source: www.kompasnia, 2018)

e. Sukun River

The Sukun River is one of the rivers that have historical value in the developments of settlements in Talun Village. The Sukun River flows from the south to the north which is also the centre of the development of the Talun village. If we observe the development of the morphology of the village, it begins along the Sukun River. Thani Talun village is a fertile agricultural area; therefore, it uses the Sukun River to irrigate the farm (rice field or vegetables). After the arrival of the Dutch in Malang, the Sukun River was made as an irrigation system because of its very important function as an irrigation route and also a domestic waste irrigation system for the surrounding community.

At this time the Sukun River is used as a walking path and also as an instagrammable area which is then made as beautiful as possible so that people can enjoy the beauty visually and remember the historical value (figure 5).



Figure 5. Sukun river in the heritage village  
(Source: Author Analysis, 2021)

## 2. Art and Culture Special Interest Tour

The Kayutangan heritage village not only has an interesting visual character to observe, but also intangible aspects related to art and culture that are still maintained to this day. Aspects of art and culture are also one of the attractions for tourists to visit the Kayutangan heritage village.

The arts and culture aspects include several activities that are routinely carried out in the annual agenda at the Kayutangan heritage village, namely village clean activities and events (Oeklam-Oeklam Heritage Kajoetangan Event, keroncong music and Malang masks)

### a. Village clean-up

Village cleaning activities are still carried out routinely as an annual agenda carried out at the tomb of Mbah Honggo as one of the elders in the Kayutangan heritage village. Mbah Honggo's tomb is also one of the tourist attractions because it has high historical and spiritual value (figure 6). In addition to cleaning activities in the Kayutangan heritage village, Mbah Honggo's tomb is also frequently visited by pilgrims. Mbah Honggo is Prince Eyang Honggo Kusumo, a descendant of Mataram. He is a propagator of Islam in the area of Kampung Kayutangan which was formerly a forest. The existence of Mbah Honggo's tomb at this time has become one of the mainstay destinations of the heritage village.



Figure 6. Village clean-up activities at Mbah Honggo's grave  
(Source: Author Analysis, 2021)

### b. Event

The Oeklam-Oeklam Heritage Kajoetangan event is an annual event organized by the Malang City Government (figure 7). The location of this event is along Jalan Kayutangan and continues at the Kayutangan heritage village. This event is more of an activity that brings back the old Kayutangan road because the Kayutangan road corridor is an area that is still dominated by heritage buildings. The old Kayutangan atmosphere was presented with a culinary tour stand, a keroncong music stand, a stand-alone film screening stand, and a keris exhibition stand.

Heritage Village is also one of the objects visited by many visitors because it has visual heritage values in the form of colonial housing.



Figure 7. Events of oeklam-oeklam at the Kayutangan Heritage Village  
(Source: Tribunnews.com, 2019)

Malangan Mask is an original dance from Malang City which is also presented in the Kayutangan heritage village (figure 8). This activity is usually carried out at the krempyeng market because this location is considered to be more suitable for art performances. The purpose of this activity is to introduce visitors to the original dance of Malang.



Figure 8. Malangan Mask Dance  
(Source: <https://malangkota.go.id>, 2019)

### c. Keroncong Music Art

The music of keroncong is also one of the attractions of a heritage village. In the heritage village, there is an original keroncong artist who is quite famous, namely Soei Soewiryo. When Soe Soewiryo

died, it was also followed by the dimming of keroncong music in Kayutangan village, because no successor continued to play keroncong music. To revive keroncong music, keroncong music is routinely held in heritage villages. Keroncong music performances are usually held in settlements that have a colonial style that is still preserved (Mulyadi, Fathony, & Priskasari, 2021) (figure 9).



**Figure 9.** Keroncong music activities in the heritage village (Source: Wiklan, 2019)

## CONCLUSION

The Kayutangan heritage village has a lot of potentials that can be developed into special interest tourism, namely aspects of history, architecture, art, and culture. The architecture of the Kayutangan heritage village cannot be separated from the history of the Kayutangan road, which did have a big role in the formation of the city of Malang. In addition, the influence of the Hindu Buddhist kingdom of Kediri also affected the shape or morphology of the space in the heritage village, so that the traditional market and river became the centre of activities and livelihoods for the residents of Talun village. When analyzed from the architectural aspect of the colonial era, it can be seen from the style or style of residence in the heritage village, namely Art Deco and Jengki. While the influence of Kediri's work lies in its morphology and spatial arrangement, namely the Krempeyeng Market as a centre of activity and the Sukun River as a livelihood centre because it also functions as irrigation.

Meanwhile, special interest tourism from the aspect of art and culture cannot be separated from historical and religious aspects. Mbah Honggo has played an important role in the development of the Heritage village, which until now Mbah Honggo's tomb has become a religious tourism destination and also an important area for village clean-up celebrations. In addition, the existing events are a representation of the potential possessed by the heritage village related to art and culture, namely the oeklam-oeklam Kayutangan event, Malangan masks and also keroncong music.

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