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## STUDI POLA MORFOLOGI KOTA DALAM PENENTUAN KAWASAN KONSERVASI KOTA DI KABUPATEN KENDAL

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**Abstract :** Kendal represent one of the regency which located in Pantura Java. This regency start to expand at 16 century (around year 1513) since the arrival of Sunan Katong from the Empire of Demak in the spreading of Islam at Kaliwungu. Historical background of Kendal has implication on nowadays urban space. Historical area as one of the conservation area in elements are not correctly integrated in daily life. The study of urban morphology to determinate conservation area in Kendal become important to be done. This research use qualitative and quantitative methods with descriptive qualitative and strong as analysis technique. Descriptive qualitative used in historical background, perfection of town concept, urban morphology, and conservation area analysis, while scoring analysis used to determine conservation potency pursuant to criterias which have been determined. Data collecting in this research is done with primary and secondary survey. Secondary survey is process collecting data through institutional survey and document study. Primary survey done with direct observation and interview. Interview used snowballing method with Department of Education and Culture as first guest speaker, and then continued with one who have been recommended. This depth interview trying to get information as much as possible from interviewee. The result of this research is conservation potency from each historic area Kaliwungu and Pabrik Gula Cepiring area include in first priority, while Kendal City and Pekuncen include in third priority. This conservation potency is expected can be used in determining direction policy conservation in Kendal Regency.

*Kata Kunci : Urban Morphology, Historical Area, Conservation*