THE OLD MULTIETHNIC KAMPONG ALONG SEMARANG RIVER AS A ROMANTIC IMAGE IN SEMARANG

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ABSTRACT

When Colonial Period in Semarang,, there were many organic settlement growing along Semarang River. The native resident occupied the area in the side of Semarang River, and growing this area as Kampong characteristic. Kampong basically characterized by informal spatial layout, high densities, live in traditional knit social system, and sometimes have specific activities which perform significant character of built environment that might differ from one kampong to the others. There is no homogenous settlement identity. Residential along Semarang River has a diverse and multicultural heritage that is indicated by toponim of the kampong. There are quarter of the various occupational groups that master by one ethnic group, and, quarter with various ethnic. There are a maze of narrow alleys and a variety of building of various scales. The names of kampongs are: Petempen (Javanese), Kulitan (Javanese), Petudungan (Chinnese), Kauman (Arab/Javanese), Pekojan (India), Pecinan (Chinnese), Malay Kampong (Malay), ect.

This indigenous cultures kampong can be build as one of the important image in Semarang. The resident and their living cultures with the remarkable historical heritage along the Semarang River become opportunity asset to portraying the city growth dynamic. The negative and the weak image from that area must be improved or changed. It's not an easy way to develop or change the image, but the place needs special features to satisfy the resident and attract outsiders. For an effective image, the new image must meet the following criteria: it must be valid, it must believable, it must be simple, it must be appeals. And the appropriate image for this area is romantic image.

Romantic image represents a simplification of loving information connected with this place. This passionate information can appeal the citizens to view a place, to live there, visit, invest, so forth. This image can create visitors impressions and fellings about different area of the city. This dreamy image is the sum of beliefs, ideas, and impressions that a people have of a place. There, we can imagine about the Old Semarang, the history of Semarang, the old native settlement in Semarang, ect.

This romantic image has always been of great interest and concern to marketers. But actually, the Old Kampong has many problems, like: constant flooding problems, an unhealthy living condition, and poverty. Many are dilapidated and drowning. So, we need a formulation of development guidelines to solve the problems. Interrelated with these conditions, the proper strategic to designing the place's image and to solve the problems is Strategic Image Management (SIM). SIM is the ongoing of researching a place image among its audience, segmenting, and targeting its specific image and its demographic audience, positioning the place's benefits to support an existing image or create a new image, and communicating those benefits to the target audiences (Kotler, 1991:143).

Before SIM implementation, many methods have been proposed for measuring images. There are Familiarity-Favorability Measurement, Semantic Differential, and Evaluative Maps. The result from these approaches indicates audience's awareness of the place. After measuring images, and understand the place's current image, we can deliberate on what image we can properly build of the place. For The Old Kampong along Semarang River, we must correct the negatives images with: making a positive out of a negative, marketing icon, and removing the negative. While the problems are solved, we can retain the current characteristics both of the Old Kampong and Semarang River, and it will considerably enhance the character of the whole city, and help define an image for Semarang.

Key words: multiethnic kampong, Semarang River, romantic image, Strategic Image Management