

Building City Identity through Local Capital

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Abstrak

Identity is not always found from heritage and history: it can be found, it can be developed. The key is local social capital, such as the human resources, and the awareness of existence of local resources potentials.

A local product can develop a city identity, such as batik which is identical with Pekalongan, Yogyakarta or Solo City. A case study of Sigar Bencah Keramik Semarang may not comparable with the development of city identity of Semarang resident. However, Semarang has many potential resources which has been not explored yet. Through the exploitation of exotic landscapes, in Sigar Bencah area, as well as the use of soils of Sigar Bencah, as a part of materials of art ceramics, Sigar Bencah Keramik SME try to give small contribution in developing Semarang identity.

Combination of social capital in innovation and skills, natural capital in soils and landscape, and the support of media and sensitive local government, can develop local product, and then a city identity.