

**STUDI PENGEMBANGAN AKTIVITAS
PENGGERAK KEHIDUPAN KAWASAN
KOTA LAMA SEMARANG**

TESIS

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UNIVERSITAS DIPONEGORO
S E M A R A N G
2003**

ABSTRACT

An Old-City Area of Semarang or also known as “little Netherlands” is one of precious assets owned by Semarang City and could be mentioned as “the golden area” or golden mining area. The remaining old buildings and area physically demonstrates wealth of histories and city cultures, therefore to keep on maintaining the golden value it needs to conserve and revitalize. In its development at this moment, the old city area is seen ‘dead’ caused the activities in the area are not so well developed that the old city at the moment could be said experience a degradation (decrease of life activity).

For the above purposes it needs a study on the development of the activities to be used as an activity generator of Semarang old-city area. Basically the problems causing the old-city area are not developed well are the existing activities can’t generate life of the area. Therefore it needs to search for what kinds of the activities that could be as a generator to enliven the area without leaving the history of the city identity

To answer the existing problem, on this study a research will be qualitatively taken by using descriptive-qualitative and quasi-experimental methods. The quasi-experimental method for finding what kinds of activities had been taken in the old-city area of Jakarta that at the moment can generate and enliven the situation of the old-city area of Jakarta. The descriptive-qualitative method was done to review activities that could generate the old-city area of Jakarta and to study activities that possibly generate the life of the old-city of Semarang.

From the analysis it can be inferred that activities evidently generate the life of the old-city area of Jakarta are consist of major activities and supporting activities that are characteristically multi-use and mixed use. The major activities that can evidently generate and enliven the old-city area of Jakarta are museums (as education/culture and recreation/entertainment), hotel (lodging for the night and recreation/entertainment) and office (offices and services) activities, and supporting activities as entertainment, social markets/society gatherings, art performances, vendors, exhibitions, wedding ceremonies, seminar, leisurely cycling etc . The old-city area of Semarang that at the moment “dead” caused by the existing activities in the form of offices and warehouses (some buildings are empty/damage). And From the analysis it can be inferred that to enliven the old-city area of Semarang it needs to develop new activities that are characteristically multi-use and mixed use. They are consisting of major activities as museums and cafes, an according to condition of Semarang City, and supporting activities as entertainment, social markets/society gatherings, art performances, vendors, exhibitions, wedding ceremonies, seminar, leisurely cycling etc.

Due to the purposes of this study is recommended : Development of the new activities with mixed use and multi use which are Museum, Café, entertainment, social markets/society gatherings, art performances, vendors, exhibitions, wedding ceremonies, seminar, leisurely cycling etc, an according to condition of Semarang City, To increase social attention with giving reward to whom that seriously and developing area, In addition it needs socialize and promote also cooperatively willing with schools, travel/advertisement agents, Hotels, investor or promotor and the society, which are : scheduled visit’s obligation, Festival of technology and art creativity, Area promotion and to prepare promotion space at the building or area.