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CHAPTER I

INTRODUCTION

1.1. Background

The arrival of the mainland China Men from the region of Fújiàn and Guǎngdōng (formerly Canton) in Semarang, Central Java was first recorded at the year of 1416 in the area of Simongan, Gedong Batu, the home to Sam Poo Kong Temple. Later in 1628, they relocated to the current Chinatown as these Chinesemen's began to multiply in number so, they required a larger housing area to their extensions (Liem, 1931, p. 5). As stated by Changiyanto through a personal communication on February 3rd, 2020, Astime went by, in the new Chinatown, these Chinesemen built approximately six major temples, enlarging trade ventures using the water routes (canal) to distribute commodities and goods.

First and foremost, the whole misled awareness of Semarang Chinatown is indicated by only recognizing Semawis Night Market that is run by *Komunitas Pecinan Semarang untuk Pariwisata* or abbreviated as KOPI Semawis as the prime attraction of the Chinatown. It is proven through a small survey that 34.5% out of 112 respondents are aware of Semarang Chinatown, the rest on 65.5% admitted that they are not aware of Semarang Chinatown. Respondents' awareness towards destinations in Semarang Chinatown only focuses in Pasar Semawis with percentage of 60.6%, the other 39.4% are divided into other places such as Pasar Gang Baru, Klenteng Tay Kak Sie, some of them admitted to never go to the Chinatown of Semarang. Nevertheless, they are also interested in trying other

itineraries. According to Ardian Changiyanto, other pivotal components of Semarang Chinatown are five major and oldest temples (Yayasan Sinar Samudra, Tay Kak Sie, Wie Hwie Kiong, Hok San Tong and Siu Hok Bio), restaurants that serve authentic Peranakan cuisines (Boen Tjit Restaurant, Rumah Makan Tjandra, Lumpia Gang Lombok and many other), historical social housing (Rasa Dharma), marketplace (Pekojan and Gang Baru) and other small businesses that are not as famous as the others, but as important to attract revenue (Changiyanto, personal communication, February 3, 2020). However, 39.4% of others admitted that they have heard and are aware of other attractions besides Semawis Night Market.

The first urgency is to elevate society's awareness and end a deceiving knowledge that has been there about Semarang Chinatown for many years that causes people to have a wrong idea about this place. As stated by Changiyanto through a personal communication on February 3, 2020, Semarang Chinatown deserves more exposure on its cultural and legacy matters. Semarang Chinatown is so much more than what the society knows. That statement reassured and strengthen the author's point of view to use this urgency. Creating a brand image for Semarang Chinatown should be done as "gate" to give more exposure to older culture, educational spots, small businesses, merchants, shops, values, authentic culinary, and history that almost unhappening, not-so celebrated and unrecognizable.

According to Junianto Damanik, business-wise, the most important contribution to the tourism industry of an area is divided into three pivotal points: one, revenue increase. Two, unbiased and equal development to every corner of the

area and three, larger work chances. Any other way, there will be no significant development whatsoever (Svarajati, 2016, p. 10).

The second urgency is a comprehensive destination branding has never been done before. Destination branding is a mixture of philosophy and the right design application. It's about crafting the right visualization that will evoke in mind and heart of the society (Tan, 2008, p. 1).

To compete, producing everything that requires coherent visual identity. The author believes Semarang Chinatown needs a brand image that consists of the association of suitable visual representation and philosophy so that it can depict what Semarang Chinatown is representing. To be aware of our history, then we would be able to increase our sense of belonging (Hilliker, 2018, para. 2). The goal is to bring out the vibrancy of Semarang Chinatown, raise awareness (on pivotal components), remain truthful, and perceived positively. Therefore, the author wishes to continue forward and strive in the accomplishment of Destination Branding of Semarang Chinatown as a Cultural Heritage Site.

1.2. Problem Formulation

In association with the clarified background paragraphs above, the author can conclude one problem formulation question: how to develop a suitable research method and defining the right touchpoint (in this case: destination branding) for the Semarang Chinatown as a cultural heritage site?

1.3. Problem Boundaries

Clustering boundaries for research is one of the most crucial things to do because it helps to avoid mistreatment. So as time passes by, this research remains

accountable, purposeful, and doesn't lose a sense of direction (Brown, 2015). The following are some boundaries that author has set on this research's development:

1.3.1. Geographically, the primary target for this research is intended for people who live outside Semarang area such as Jakarta area, Special Region of Yogyakarta, Surabaya, Bali, et cetera. Author wants to let people outside Semarang that the Semarang Chinatown has a lot of interesting destination or features which can satisfy the needs of recreation.

1.3.2. From the perspective of demography, this project is intended for people from these specific assortments, classified as following:

- 21-35 years old (junior and senior millennials, classification is derived from IDN Times). The people in these age stages have similar characteristics on being able to identify what they want and having the ability and capability to manifest them. People in this age range are considered productive and able to make their own living (Hurlock, 1996).
- The sex classification is intended for male and female tourists.
- The level of socioeconomic status (SES) of Indonesia: A and B
- Economic Status: Middle-upper (Indonesia Central Bureau of Statistics, 2012)
- Location: Jabodetabek (Jakarta, Bogor, Depok, Tangerang, Bekasi), Surabaya, Bali, *et cetera*.
- Religion: Christianity, Catholicism, Buddhist, Hinduism, Taoism, and other beliefs.

- Occupation: Teacher, businessman, student, lawyer, etc.
- Education: High school (minimum)

1.3.3. Psychographically, this project is intended for visitors who have fascinations on history, cultural heritage that consists of beautiful architectural structures, local peranakan cuisines, buying goods from the merchants in business section of the Chinatown for a relatively inexpensive.

The main focus for this project is making a visual identity for Semarang Chinatown and by that, author means making a manual book for Semarang Chinatown's brand representation and manuals on how every stakeholder should operate this brand identity. In that brand identity manual book, author will also build the implementation on the supporting media of Semarang Chinatown.

1.4. Final Project Purpose

The strongest focus of this final project is to design a suitable visual identity to support Semarang Chinatown and deliver the right treatment (destination branding) for the Semarang Chinatown as a cultural heritage site. As well as raising awareness of the people that Semarang Chinatown is one of the most prominent destinations in Semarang.

1.5. Final Project Benefit

According to Oxford's Learner dictionary, the benefit is defined as an advantage, a good effect that is being sent to you. The benefit of this research is divided to 3 sections: benefit to the author, other people, and for the faculty/university. The elaboration is as follows:

1.5.1. Benefit for Semarang Government

As tourism becomes one of the sources of retribution incomes, this attempt on constructing a visual identity will increase the hidden gem or the potential on cultural heritage tourism in Semarang. Through this research, the author hopes to be able to deliver a useful visual identity of Semarang Chinatown to help preserving the culture that shaped Semarang as a multicultural city.

1.5.2. Benefit to author

To the author, the main benefit of this project is to give back to society. Whether or not this project will be realized. The author feels obliged as a citizen of Semarang to give back to society and to gain more experience in handling a real project. Second, to complete a graduate program in Multimedia Nusantara University and obtain the title of S.Ds.

1.5.3. The benefit to other people

The benefits the author wishes other people gain are: acknowledgment of their businesses in Semarang Chinatown, more working opportunities for those who are in need, increased profit, and other indirect benefits to the society.

1.5.4. The benefit to Multimedia Nusantara University

The author works hard and wishes to carry out good impacts on her design. By carrying the name of Multimedia Nusantara University to gain not the only acknowledgment to the faculty but also delivering

customer delight as it is one of five mottos of Multimedia Nusantara University students are taught since day one. Author's mission is mainly to give back to the society; Multimedia Nusantara University does the role as the stepping stone.