

Revitalizing the Tangerang Old Market Area (Case Study: Kota Lama Tangerang)

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Abstract

One of the historical centers of Tangerang City which still shows remnants of the past is the Old Market area. It is located not far from the Cisadane River. Tangerang Old Market is the oldest traditional market ever and is the forerunner of the City of Tangerang. Almost no longer visible historical buildings in the city of Tangerang began to be destroyed in the place of skyscrapers, so that there is no longer any cultural or historical value attached to the city of Tangerang. But there are still some museums or historical buildings that still exist, only the lack of cultural preservation and historical information to the community, so that people do not know even forget the importance of historical values. Based on the conclusions from the analysis of the old market area of Tangerang, the image of the quality of historic buildings has decreased, promotional activities through print and online media are less than optimal and there is no government socialization to the community so that the public is lacking of knowledge about the importance of preserving cultural heritage.

Keywords: Old Market Area, Regional Potential

PRELIMINARY

The origin of the name Tangerang, According to the oral tradition that is the knowledge of the people of Tangerang, the name of the Tengerang area was formerly known as Tanggeran which came from Sundanese, namely tengger and war. The word "tengger" in Sundanese means "sign" in the form of a monument established as a boundary marking the territory of Banten and VOC, around the middle of the 17th century.

Therefore, there is also a mention that Tangerang comes from the word Tanggeran (with one g or double g). The area in question is located in the western part of the Cisadane River (Kampung Grendeng or precisely at the end of Jalan Otto Iskandar Dinata now). The monument was built by Prince Soegiri, one of the sons of Sultan Ageng Tirtayasa.

While the term "war" refers to the understanding that the area in the course of history became a battlefield between the Sultanate of Banten with the VOC army. This is further proven by the existence of the Banten Sultanate stronghold to the west of Cisadane and the VOC stronghold to the east of Cisadane. The existence of the fort is also the basis for the designation of the surrounding area (Tangerang) as the Beteng area. Until the colonial administration, Tangerang was more commonly referred to as "Beteng".

According to the story that developed in the community, around 1652, the Banten Sultanate stronghold was founded by three maulana (Yudhanegara, Wangsakara and Santika) who were appointed by the Banten authorities. They established a central government of power and at the same time a center of resistance against the VOC in the Tigaraksa area. The name Tigaraksa is taken from the honorifics of three maulana as three leaders (three pillars / leaders). They got a mandate from Sultan Agung Tirtoyoso (1651-1680) against the VOC who tried to implement a trade monopoly that harmed the Sultanate of Banten. However, in the battle against the VOC, the three maulana were successively killed one by one.

One of the historical centers of Tangerang City which still shows remnants of the past is the Old Market area. It is located not far from the Cisadane River. Tangerang Old Market is the oldest traditional market ever and is the

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forerunner of the City of Tangerang. If you enter the old market area, the nuances of the ethnic Chinese presence are very pronounced. Starting from building houses that still retain their original shape! to food sold along the road. As a shelter for ethnic Chinese. Not only that in the old market area a lot of historic museum buildings that still stand firm and do not change its original shape from the first, for example, such as Temple. Bio Boen Tek Temple in the Old Market is known as the oldest temple in Tangerang which is estimated to be 300 years old . This temple, which was only renovated once in 1844, is one of the three large and influential old temples in Tangerang. Two other old temples are Boen San Bio and Boen Hay Bio who are almost the same age.

Besides Boen Tek Bio Temple, there is a place of worship of Muslims which is also an old building, the Jami Kali Pasir Mosque. Only two sides of the building are still intact, namely four pillars inside the mosque, and a small dome with Chinese motifs above the mosque. And finally there is the Heritage Fort Museum building. Udaya Halim's private museum is the result of the restoration of an old traditional Chinese architecture building that was allegedly built around the 17th century.

This building is also the oldest building in Tangerang with very thick Chinese elements. The building, which is in the middle of the Old Market, has two levels. The first floor of the museum serves as a restaurant, gathering place, souvenir sales, and so on. While on the second floor, we can only find a variety of antique museum collections. This museum stores various items related to the history of ethnic Chinese in Indonesia as well as various artifacts that are silent witnesses of the past. The museum, which was nicknamed the Pearl of Tangerang, also received many awards. In the Indonesian FIABCI (Federation Internationals des Administrateurs de Bien-Conselis Immobiliers) event, the Benteng Heritage Museum won first place in the Heritage category, defeating Bank Indonesia, in 2012. It did not stop there, at the international level of the FIABCI Prix D'Excellent Award, the museum also won second place in the same category in 2013.

History

History comes from the Greek language 'hisotira' which means an investigation or knowledge gained through in-depth research. This shows that the historical study is entirely dependent on a deep investigation of the case or event that actually happened in the light.

The word history itself comes from the Arabic word 'syajaratun' which means branching wooden tree. Branched wood trees are compared to history because history develops from one branched event point to another interconnected point. Branched trees are also likened to a genealogical descent from an individual, king or important people in the past.

Whereas in Javanese, history is termed as 'babad' which means history and history. The word 'babad' can also mean to cut a plant with a knife so that it is bright. Such is the function of history, breaking down past events so that they are clear and clear about what actually happened.

Revitalization

Revitalization is an effort to revitalize an area or part of the city that was once vital / alive, but then suffered a setback / degradation. Revitalization scale has macro and micro levels. The revitalization process of an area includes the improvement of physical aspects, economic aspects and social aspects. Revitalization approach must be able to recognize and utilize the potential of the environment (history, meaning, unique location and image of the place) (Danisworo, 2002). Revitalization itself is not something that is only oriented to the completion of physical beauty, but also must be equipped with an increase in the economic community and the introduction of existing culture. To carry out revitalization needs community involvement. The intended involvement is not merely to participate in supporting aspects of formality that require community participation, besides that the community involved is not only the community in the environment, but the community in a broad sense (Laretna, 2002)

Tourism

According to the Indonesian language dictionary tourism is related to travel for recreation, tourism, tourism. According to the Law of the Republic of Indonesia Number 10 Year 2009 Regarding Tourism, the difference is expected to be eliminated and the basic understanding can be used as a guideline.

Cultural heritage

According to the Law of the Republic of Indonesia Number 11 Year 2010 concerning Cultural Heritage known as Cultural Heritage, Cultural Heritage Property, Cultural Heritage Building, Cultural Heritage Structure, Cultural Heritage Site and Cultural Heritage Area.

Cultural Heritage is a material cultural heritage in the form of Cultural Heritage Objects, Cultural Heritage Buildings, Cultural Heritage Structures, Cultural Heritage Sites, and Cultural Heritage Areas on land and / or in water that need to be preserved because they have important values for history, science, education, religion and / or culture through the process of determination.

Cultural Heritage Objects are natural objects and / or man-made objects, both movable and immovable, in the form of a unit or group, or parts thereof, or the remnants that have a close relationship with culture and the history of human development.

Cultural Heritage Buildings are built structures made from natural or man-made objects to meet the needs of walled and / or non-walled spaces, and roofed.

Cultural Heritage Structure is a built structure made of natural objects and / or man-made objects to meet the needs of activity space which is integrated with nature, facilities, and infrastructure to accommodate human needs.

Cultural Heritage Sites are locations that are on land and / or in water that contain Cultural Heritage Objects, Cultural Heritage Buildings, and / or Cultural Heritage Structures as a result of human activities or evidence of past events.

A Cultural Heritage Area is a geographical space unit that has two or more Cultural Heritage Sites that are located close together and / or show distinctive spatial characteristics.

Cultural Heritage Objects

The definition of a cultural heritage object according to the Law of the Republic of Indonesia Number 5 of 1992 concerning Cultural Heritage is twofold, namely: A man-made object that is movable, or does not move which is a unit or group, or parts or remnants, of at least the age of at least 50 (fifty) years, or represent a unique style period and represent a style period of at least 50 (fifty) years, and are considered to have important value for history, science, and culture.

Natural objects that are considered to have important values for history, science, and culture

Chinatown

Almost all cities in Indonesia have a Chinatown which has a function as a trade and settlement center for ethnic Chinese. Observations were also strengthened by the presence of temples in the area, which not only functioned as a place of worship but also had a large role in the life of the Chinese community in the past. This is consistent with what Tillema stated in Handinoto (1990: 5) that, typical Javanese cities in the colonial period in terms of spatial structure and buildings consist of squares, mosques, government offices, prisons, and Chinese villages. Until now in the Chinatown, buildings are still standing with the application of Chinese culture, namely the form of a curved roof which in Chinese architecture is called a gavel-parallel gable roof.

Chinatown is a region that refers to a part of the city which in terms of population, forms of occupancy, social order and environmental atmosphere has a characteristic because the growth of the city part is historically rooted in Chinese culture (Lilananda 1998: 1).

Research methods

The research method is a method used to achieve research objectives. The purpose of the research itself is to solve the problems that exist in social reality. The function of the research method is to explain the process and the way the research works in the field. Because the clearer and more detailed the research method used, the easier it will be to go to the field later.

The research method used in this thesis is a quantitative method. Quantitative methods are used to find out the answers to situations in the study area by collecting quantitative or statistical data as a reference to test the hypotheses that are set.

Data collection technique

Data collection techniques are intended to obtain the data needed as input for each subsequent analysis phase. There are 2 (two) types of data, namely primary data and secondary data, while the methods for collecting them are as follows:

1. Primary Data Collection

The primary data needed in this study relates to environmental conditions, the participation of residents in the management of the rental flats.

2. Secondary Data Collection

Secondary data is primary data that has been further processed and presented by primary data collectors or by other parties in the form of tables or diagrams. This data was obtained from the results of research, articles both from print and electronic media, library research and official documents from relevant agencies.

RESULTS AND DISCUSSION

Revitalizing the Old Tangerang Market Area

There are several potentials of the Tangerang Old Market Area such as:

1. Cultural Heritage Buildings, there are several cultural heritage buildings owned by Tangerang Old Market, namely: 1. Heritage Temple, 2. Boen Tek Bio Temple, 3. Kali Sand Mosque, 4. Culinary Market of Old Market PKI

2. Chinese Ethnic Activities That Are Still Maintained.

1. Cisadane Festival

The festival is part of the Peh Cun celebration conducted by residents of Chinese descent in Tangerang. In the event that took place on the Cisadane River, many activities were held such as the dragon boat race, fireworks and laser light shows, national rowing competitions, ornamental boat competitions, and of course sowing dumplings in the river. In this annual event also displayed local arts such as the kromong xylophone.

2. Cokek Dance

Cokek dance is a typical Tangerang dance, which is colored by Chinese ethnic culture. This dance is accompanied by the Betawi Xylophone Kromong style orchestra with dancers wearing kebayas called Cokek. Cokek dance is similar to sintren from Cirebon or a kind of ronggeng in Central Java. This dance is often synonymous with danotototari dancers, who are considered taboo by some people because in their demonstrations, men and women dance in pairs in a position attached to each other. Cokek itself is a local tradition of the Betawi people and Benteng China, which is an ethnic Chinese group that is almost marginalized, and now lives in Tangerang.

3. Chiou-Thaou Marriage Traditions

Chio-thou weddings are held in the ancient traditions of Benteng China people. The chio-thau marriage tradition is also practiced by the Chinese in Padang and its surroundings. Chiou-thau is a general term for a unique and rare wedding ceremony. Literally, chiou-thau means "hair dressing" - a rite of passage that must be carried out as a purification and initiation into adulthood. This ceremony is very sacred and can only be done once in a lifetime just before the wedding.

Analysis of Characteristics of Environmental Facilities

This analysis is an elaboration of the results of a survey and questionnaire for environmental facilities around the Tangerang Old Market area. In this analysis will be presented through a distribution table. For more details can be seen in the table below.

A. Deskripsi Fasilitas Niaga

Table 1.1

Distribution of Tourism Facilities Based on Respondents' Interests in the Old Market, 2015

Variable	The importance	
	Frequency	

Commercial Facilities		Commercial Facilities
Not important	0	Not important
Not too important	0	Not too important
Quite important	8	Quite important
important	89	important
Very important	3	Very important
total	100	total

In table 1.1 the frequency distribution of Tourism Facilities based on interests, it is obtained that from the 100 respondents in the Old Market, the majority of respondents think that tourism facilities are quite important namely as many as 8 people (8%), while those who think less important are 0 (0%) and those who think important as many as 89 people (89%) and those who think very important as many as 3 people (3%).

Table 1.2

Distribution of Tourism Facilities Based on Respondents' Satisfaction in the 2015 Old Market

Variable	Satisfaction	
	Frequency	Percentage (%)
Commercial Facilities		
Not satisfied	22	22%
Less satisfied	75	75%
Quite satisfied	3	3%
Satisfied	0	0
Very satisfied	0	0
total	100	100 %

In table 1.2 the frequency distribution of Tourism Facilities based on satisfaction, it is obtained that out of 100 respondents in the Old Market as many as 89 respondents (89%) are less satisfied with commercial facilities, 22 people (22%) who are dissatisfied with tourism facilities and 3 people (3%) said they were quite satisfied with the existing tourism facilities.

B. Deskripsi Fasilitas Ruang Terbuka Hijau

Table 1.3

Distribution of Green Open Space Facilities Based on Respondents' Interests in the 2015 Old Market

Variable	Satisfaction	
	Frequency	Percentage (%)
Green Open Space Facilities		
Not important	0	0
Not too important	0	0
Quite important	60	60 %
Urgent	40	40 %

Very important	0	0
amount	100	100 %

In table 1.3 the frequency distribution of Green Open Space Facilities is based on interests, it is obtained that out of 100 respondents in the Old Market, respondents who think that open space facilities are quite important namely as many as 60 people (60%), who think important as many as 40 people (40 %).

Table 1.4

Distribution of Green Open Facilities Based on Satisfaction of Respondents in the Old Market, 2015

Variable	Satisfaction	
	Frequency	Percentage (%)
Green Open Space Facilities		
Not satisfied	0	0
Less satisfied	74	74%
Quite satisfied	26	26%
Satisfied	0	0
Very satisfied	0	0
amount	100	100 %

In table 1.4 the frequency distribution of open space facilities based on satisfaction, it is obtained that out of 100 respondents in the Old Market, 74 respondents (74%) were less satisfied with the existing open space facilities and 26 people (26%) who were of the opinion quite satisfied with green open space facilities.

Revitalization Program of Tangerang Old Market Area

The revitalization process of the Tangerang Old Market Area is carried out according to the drafting scenario. But in practice, not all buildings planned to be built in the Tangerang Old Market Area can be realized / implemented, bearing in mind that building is more suitable for the Old Tangerang Market Area. And adjusting the budget provided by the City Government of the City of Tangerang. The revitalization process is the first step to maintaining and preserving and efforts to revive the Old Tangerang Market Area as a tourist area that has high historical value as well as its function.

The programs that you want to plan are

1. Facility Development

- **Green Open Space Facilities**

The addition or strengthening of facilities in the part of green open space (RTH) by planting trees, to make it more comfortable and cool in each a place that is made in tourism

- **Economic Facilities**

What is meant by economic facilities is, the development of food services or food characteristics that exist in each region or city. In this case even though the Old Tangerang market, famous for its culinary characteristics, the fact that the city of Tangerang itself does not yet have food characteristics that are part of the culinary center in Pasar Lama, But actually there is a special food in tangerang but it has not been too exposed that is Laksa, this has indeed become one of the problems and also one of the wishes of the tangerang city government who wants to lift laksa to be part of the special characteristics of Tangerang City food, thus making tourist attraction is becoming more increasing

2. Development of Promotion Activities

This promotional activity can be done by:

- Promotion through print media, such as brochures, paper towels, pamphlets, stickers, banners and through newspaper media.
- Promotion through electronic media, such as: websites, social media (Facebook, Twitter).
- The government can cooperate with travel agents to promote tourist attractions in the Old City.

In this way it will help to introduce to the public all the tourism potential that is in the Old City of Tangerang, so that later it will increase the number of tourists visiting the Old City of Tangerang, both domestic and foreign tourists.

3. Organizing socialization to the community or school to the importance of history

As an area that has the potential to become an economic center, the importance of socialization to the community and school children, while the activities are:

- Organize exhibitions with historical themes in the form of paintings, historical objects or even historic dances and so on in order to provide information reinforcement to the community on the importance of Cultural Heritage every week
- Inviting students and students to always get to know the Cultural Heritage, by carrying out routine activities every month to conduct a study tour of historic revival in the Old Tangerang Market area.

4. Certainly invites all surrounding communities in particular and also the government to work together and support each other in this activity program so that it can proceed with the essay that has been programmed.

CONCLUSION

After Observing, Identifying, and Analyzing the problems that occur in the study area, the research produces the following conclusions:

1. The decline in the image of the quality of historic buildings in the old Tangerang market area
 - Unorganized environmental conditions. Where there is still a lot of rubbish scattered about and rubbish that is piled on the roads
 - Lack of Supporting Facilities such as Green Open Space and therefore the need for additional facilities to provide comfort for tourists
2. Not optimal promotional activities, through print and online media so that the lack of visitors who come about the potential of tourism in the Old Market Tangerang
3. Lack of socialization from the government to the public about the importance of preserving or preserving Cultural Heritage

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