Analysis of Old Town Development on Jalan Asahan, Tanjungbalai City

Iskandar Zulkarnaen¹, Abdi Sugiarto² Cut Nuraini³ University Of Pembangunan Panca Budi

ABSTRACT

This study aims to examine the Analysis of Old Town Development on Jalan Asahan, Tanjungbalai City. Qualitative research is an approach used to understand social phenomena through the views of the people involved in the phenomenon. Data Collection Techniques Data collection methods in qualitative research can be carried out through several techniques. This research will categorize data based on key themes, such as: Public perception of development benefits. Weaknesses and challenges in the development of Kota Tua. The community's expectations for the future of the Region. The qualitative research method used in the analysis of the development of Kota Tua on Jalan Asahan is expected to provide a deep understanding of the perspective of the community and related stakeholders. The results of the research on the Old Town Area on Jalan Asahan have high historical value and historical architectural richness. The main challenges in the development of this area include limited funding, lack of maintenance of historical buildings, and low public awareness regarding the importance of preserving cultural heritage. The role of the government and the community is very important in supporting the development of Kota Tua. The development of Kota Tua is expected to boost the local economy by attracting tourists and creating new jobs. Overall, the development of Kota Tua on Jalan Asahan requires a holistic approach involving economic, cultural, social, and environmental aspects to realize a sustainable historical area and provide benefits to the surrounding community.

Keyword: Analysis of the Development of the Old City and Jalan Asahan of Tanjungbalai City

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Corresponding Author:	Article history:
Name, Abdi Sugiartio	Received Jan 21, 2025
Master of Urban and Regional Planning	Revised Jan 28, 2025
Universitas Pembangunan Panca Budi	Accepted Feb 05, 2025
Jl. Gatot Subroto No.km, 4,5 Sumatera Utara 20122	
Fmail : ahdi sugjarto@dosen nancahudi ac id	

1. INTRODUCTION

The city of Tanjungbalai has a rich history and is one of the important cities in North Sumatra Province. One of the areas that has high historical value is Kota Tua which is located on Jalan Asahan. This area holds many historical buildings that reflect the rich culture and history of Tanjungbalai. However, the development of modern cities often neglects the preservation of the area, which can result in the loss of its identity and historical value. Rapid infrastructure development, as well as the increasing need for public space, drive the need for an in-depth analysis of the development of Kota Tua. The purpose of this analysis is to evaluate the potential and challenges in the development of the region, as well as to find solutions to integrate historical preservation with sustainable urban development. The city of Tanjungbalai, located in North Sumatra Province, has a long history rooted in colonial and trade periods. One of the areas rich in history and culture is Kota Tua which is located on Jalan Asahan. The area is a silent witness to various historical events and has a number of historical buildings that reflect the local architectural and cultural heritage.

However, in recent years, the Kota Tua area on Jalan Asahan has faced various significant challenges. Rapid population growth and rapid urbanization result in pressure on infrastructure and public spaces. In addition, aggressive modern development often neglects the preservation of historical areas, leading to the loss of cultural identity and historical values contained in them. Another problem is the lack of attention from the government and the community to the importance of preserving cultural heritage. People are often not aware of the historical value of the old buildings around them. This has an impact on the lack of community participation in efforts to preserve and develop the area. This condition triggers the need for a comprehensive analysis of the development of Kota Tua on Jalan Asahan. The purpose of this analysis is to understand the potential of this region as a tourist destination, as well as to identify the challenges and obstacles that exist. Thus, it is hoped that the development of the Kota Tua area can be carried out in a sustainable manner, in line with the preservation of existing historical and cultural values.

The development of the Old City on Jalan Asahan, Tanjungbalai City presents various interesting phenomena to observe. Some of these phenomena include: Along with economic growth and population increase, Tanjungbalai City is experiencing a rapid urbanization process. This has prompted land use change, where land that was once used for agricultural purposes and green open space has been transformed into residential, commercial, and industrial areas. This change has an impact on the existence and condition of historical buildings in the Old City. With the increasing awareness of tourism potential, Kota Tua on Jalan Asahan began to experience commercialization. Various businesses such as cafes, restaurants, and souvenir shops have sprung up, trying to take advantage of tourist attractions. While this can boost the local economy, there are concerns that over-commercialization could alter the original character of historic areas. These phenomena show that the development of Kota Tua on Jalan Asahan, Tanjungbalai City is a complex process that involves the interaction between historical, cultural, economic, and environmental aspects. Therefore, a comprehensive and participatory analysis is essential to ensure that the development of the region can be carried out sustainably and provide benefits to the local community.

A positive phenomenon that has emerged is the increasing public awareness of the importance of preserving cultural heritage. Various socialization and education activities about the historical value of the Old City have begun to be carried out by the government and non-governmental organizations. The community is now more actively involved in efforts to preserve and develop the area, although challenges still exist. To support the development of Kota Tua, the local government began to improve the infrastructure around the area. The construction of roads, sidewalks, and other public facilities aims to improve accessibility for visitors. However, the construction of this infrastructure must be carried out carefully so as not to damage the existing historical buildings. The development process of Kota Tua is also faced with environmental challenges, such as pollution, waste, and climate change. In addition, there are social challenges related to the conflict between the interests of economic development and cultural preservation. This requires a holistic approach and involves multiple stakeholders to find a balanced solution. Kota Tua on Jalan Asahan has the potential to be a significant tourist attraction, considering its rich history and culture. However, to attract visitors, an effective marketing strategy and the development of facilities that support sustainable tourism are needed. This includes the provision of adequate information and the development of programs that showcase the uniqueness of the region. Positive Impact of Old Town Development The development of the Old Town area can attract tourists, both domestic and international, who want to explore history and culture. This can increase the number of visits and revenue of the tourism sector. Organizing cultural events, festivals, or community activities in Kota Tua can attract the attention of the public and tourists, as well as introduce local cultural values. The development of the Old Town encourages the growth of micro and small businesses, such as cafes, restaurants, and souvenir shops, which can increase the income of the local community. With the growth of the tourism sector and small businesses, new jobs will be created for the local community, helping to reduce the unemployment rate. The focus on the development of the Old Town is often accompanied by efforts to preserve historic buildings, which help preserve the cultural identity and history of the area. This preservation effort also increases public awareness of the importance of preserving cultural heritage, thereby encouraging active participation in preservation activities. The development of the Old Town is often accompanied by improvements in infrastructure, such as roads, sidewalks, and public facilities, which can improve accessibility and comfort for visitors and the local community. The construction of green open spaces and environmentally friendly public facilities can create a more comfortable and healthy environment for the community. The development of the historic area helps build a strong city identity, gives pride to the residents of Tanjungbalai and attracts attention from the outside. A well-maintained and attractive area can serve as a symbol of the city, attract media attention, and enhance the positive image of Tanjungbalai City. By utilizing the existing potential, the development of Kota Tua on Jalan Asahan, Tanjungbalai City can have a significant positive impact, not only for economic improvement but also for cultural and environmental preservation.

2. LETERATURE REVIEW

Theory of Historic Area Development

According to Ghosh (2020), the development of historic areas must be carried out with an approach that considers social, economic, and environmental sustainability. Ghosh emphasized the importance of community involvement in the development process, so that the results achieved can be felt directly by residents and do not damage the existing cultural identity. In Kota Tua Jalan Asahan, this

can be implemented through a training program for local residents in the management of tourism-based micro businesses.

Concept of Revitalization and Preservation

Hasan and Lestari (2020) in their study on the revitalization of green open spaces stated that the revitalization of historical areas needs to be balanced with the preservation of historical values. They recommend an approach that involves the restoration of historic buildings and the development of visitor-friendly public spaces. For Kota Tua on Jalan Asahan, this effort can be done by restoring existing buildings, as well as creating green open spaces that can be used for community activities and cultural events.

Economic Impact of Old Town Development

Rani and Sari (2020) highlight that the development of historical areas can have a positive impact on the local economy. Their research shows that increased tourist visits can drive the growth of small businesses, such as cafes, craft shops, and tour service providers. In the context of Kota Tua on Jalan Asahan, this shows that with the right marketing strategy and good regional planning, economic potential can be maximized.

Challenges in Development

According to Patton (2020), the development of historic areas is often faced with challenges such as conflicts between the interests of economic development and cultural preservation. Patton emphasized the importance of triangulation of data to gain a deeper understanding of people's needs and aspirations. For Kota Tua Jalan Asahan, it is important to involve all stakeholders—the government, the community, and the private sector—in formulating a sustainable development plan.

Community Involvement in the Development Process

Community involvement in the development process is crucial, as conveyed by Rani and Sari (2020). They argue that people involved in the planning and implementation of development will feel more owned and responsible for the sustainability of the region. In Kota Tua, forming an active community forum can be a strategic step to ensure that the voice of the community is heard and accommodated at every stage of development.

3. METHOD APPROACH

According to Creswell (2020), qualitative research is an approach used to understand social phenomena through the views of people involved in the phenomenon. In the context of the development of Kota Tua on Jalan Asahan, this study aims to understand the perception of the community, managers, and the government about the development of the historical area.

Data Collection Techniques Data collection methods in qualitative research can be carried out through several techniques, including: According to Kvale (2020), in-depth interviews allow researchers to dig into detailed information from respondents. In this study, interviews can be conducted with local communities, businessmen, and the government to get various perspectives on the development of Kota Tua. Participatory observation involves the researcher in the respondents' daily activities. By making observations in Kota Tua, researchers can understand social interactions, tourist visit patterns, and the dynamics of community life around the area. Related documents, such as government reports, publications on the Old City, and statistical data, will also be used to enrich the analysis. These sources can provide relevant historical context and quantitative data.

Qualitative data analysis is carried out to identify themes and patterns that emerge from the collected data. According to Braun and Clarke (2020), thematic analysis is one of the effective methods in qualitative research. This research will categorize data based on key themes, such as: Public perception of development benefits. Weaknesses and challenges in the development of Kota Tua. The community's expectations for the future of the region.

To ensure the validity and reliability of the data, this study will use triangulation, as explained by Patton (2020). This triangulation can involve the use of various data sources (interviews, observations, and documentation) to cross-check information and validate findings. The qualitative research method used in the analysis of the development of Kota Tua on Jalan Asahan is expected to provide a deep understanding of the perspective of the community and related stakeholders. By collecting and

analyzing data through various techniques, this study seeks to present a comprehensive picture of the sustainable development of historic areas.

RESULTS AND DISCUSSION

What is the potential of Kota Tua on Jalan Asahan for tourism development

Kota Tua on Jalan Asahan has a rich historical and cultural heritage, making it one of the important assets for tourism development in Tanjungbalai City. Along with the increasing public interest in historical and cultural tourism, the development of this area has become very relevant. The Old Town houses a variety of historic buildings that reflect the architectural style of the past. The existence of well-preserved historical buildings can attract tourists who want to understand more deeply about the history and development of Tanjungbalai City. The Kota Tua area is the center of social and cultural activities of the local community. The various traditions, arts and crafts that develop around the area provide a special attraction for tourists. The cultural festivals and local events held here can attract visitors, both local and foreign. Tourism development in Kota Tua has the potential to encourage local economic growth. With the increase in the number of tourists, there will be an increase in demand for various services such as accommodation, culinary, and regional souvenirs. This can create new jobs and improve the welfare of the local community.

In addition to historical buildings, the existence of green open spaces around the Old Town also has the potential to be used as a location for tourist activities. Eco-friendly open spaces can be used for recreational activities, picnics, or art festivals, which can attract visitors. With improved infrastructure and better accessibility, Kota Tua on Jalan Asahan can become more accessible to tourists. Improving public transportation and public facilities around the area will support more effective tourism development. However, despite its various potentials, tourism development in Kota Tua on Jalan Asahan also faces challenges, such as the need for the maintenance of historic buildings, environmental sustainability, and community involvement in the development process. Therefore, there is a need for a comprehensive and inclusive strategy to optimize this potential while maintaining the sustainability of the region.

- 1. Historical and Cultural Heritage. Kota Tua on Jalan Asahan has a number of historical buildings that hold high historical value. These buildings reflect a variety of architecture from different periods, making them an attraction for visitors who want to understand the local history. According to Ghosh (2020), cultural heritage is a valuable asset that can attract tourists, both domestic and international. The preservation of this historical building is important to maintain the identity and history of the region.
- 2. Cultural and Art Attractions. Kota Tua is also a center of active cultural activities. Various arts events, festivals, and art exhibitions are often held in the area. According to Hasan and Lestari (2020), cultural events can function as a strong tourist attraction. By holding art and cultural festivals that involve the local community, Kota Tua can attract more visitors and provide opportunities for the community to actively participate.
- 3. Regional Culinary Specialties. Kota Tua on Jalan Asahan has a variety of typical culinary delights that are a special attraction for tourists. According to Rani and Sari (2020), unique culinary experiences can increase tourism attractiveness. Local culinary businesses that highlight traditional cuisine can not only pamper tourists' taste buds, but also help the local economy by creating jobs and supporting small businesses.
- 4. Green Open Space and Public Facilities. The existence of green open space in the Old Town area can also be used as a location for various tourist activities, such as picnics, concerts, or bazaars. This open space provides an opportunity for tourists to interact with the local community and enjoy the atmosphere of the city. A good arrangement of open spaces can create a comfortable and attractive environment for visitors.

5. Accessibility and Infrastructure. Improving infrastructure and accessibility to Kota Tua is very important to support tourism development. According to Patton (2020), good infrastructure will increase tourist comfort and facilitate access to tourist sites. With road improvements, the addition of public transportation, and the provision of adequate public facilities, Kota Tua can become a more attractive destination for tourists.

6. Community Involvement. Community involvement in tourism development in Kota Tua is very important to create sustainability. According to research by Flick (2020), people involved in development will feel more owned and responsible for the area. Through training and community empowerment programs, they can play an active role in the management and promotion of tourism in Kota Tua.

Kota Tua on Jalan Asahan has various potentials that can be developed to attract tourists. Historical heritage, cultural attractions, typical culinary, green open spaces, good accessibility, and community involvement are key factors in the development of tourism in this region. With proper and sustainable management, Kota Tua can become a tourism destination that not only provides economic benefits, but also preserves local culture and environment.

What are the challenges faced in the preservation of historical buildings in the area

Kota Tua on Jalan Asahan is an area rich in history and culture, where there are many historical buildings that reflect the identity and cultural heritage of the local community. However, the preservation of this historic building faces various challenges that can threaten the sustainability and integrity of the area.

- 1. Lack of Resources and Funds: One of the main challenges in the preservation of historic buildings is the limitation of resources and funds. The process of restoration and maintenance of historic buildings requires significant costs, and often local governments and related organizations do not have adequate budgets to handle such preservation projects.
- 2. Lack of Public Awareness: The level of public awareness about the importance of preserving historic buildings is often low. Many residents do not understand the historical and cultural value of the building, so they do not feel responsible for maintaining and caring for it. According to previous research, low community participation in the preservation of cultural heritage can hinder effective conservation efforts.
- 3. Threats to Infrastructure Development: Unplanned infrastructure development can threaten the existence of historic buildings. The construction of roads, buildings, and public facilities without considering the impact on historic buildings can cause physical damage or even the destruction of the building. This shows the need for good planning and collaboration between the government and stakeholders.
- 4. Climate Change and the Environment: Climate change that causes extreme weather, such as floods and hot weather, can damage historic buildings. Building materials that are old and vulnerable become more easily damaged due to unfriendly weather conditions. Therefore, conservation strategies that take into account environmental aspects are also very important.
- 5. Weak Regulations and Policies: In many cases, government regulations and policies related to the preservation of historic buildings are still weak or poorly enforced. Lack of law enforcement against violations of illegal preservation and development can result in damage to historic buildings and the loss of existing cultural values.
- 6. Land Use Competition: In the context of rapid urbanization, land use for commercial purposes often trumps conservation efforts. The demand for more modern and commercial development could threaten the existence of historic buildings, which are considered economically unprofitable.

In the face of these challenges, it is important for the government, the community, and other stakeholders to work together in developing effective strategies to preserve historic buildings in Kota Tua on Jalan Asahan. The preservation of historic buildings is not only important for preserving cultural heritage, but also for strengthening the city's identity and increasing tourism attractiveness. Collective

efforts involving education, awareness, and strong policies will be needed to maintain the sustainability of the region's preservation.

How can development strategies be implemented to harness the potential of the Old City while maintaining its historical value?

Kota Tua on Jalan Asahan is an area rich in historical and cultural heritage. With various historical buildings and local traditions that are still preserved, this area has great potential to be developed as an attractive tourism destination. However, the development of this area cannot be done carelessly; The right strategy is needed to ensure that the existing historical and cultural values are maintained.

- 1. Conflict Between Development and Conservation: Development that focuses on modernization often has the potential to neglect aspects of conservation. Many cases in various cities show that the construction of new infrastructure, such as roads and buildings, can result in damage to historic buildings. Therefore, there needs to be a balance between the need for economic development and the preservation of cultural heritage.
- 2. Economic and Social Demands: The need to boost the local economy through tourism and investment should be aligned with efforts to preserve the region's cultural identity. Development strategies that do not pay attention to social and cultural aspects can result in the loss of local values that have existed for a long time.
- 3. Lack of Knowledge and Awareness: Many communities and stakeholders may not understand the importance of preserving historical values in urban development. Without adequate awareness, conservation efforts can be considered as an obstacle to economic development, so that regional development can be carried out without considering existing cultural heritage.
- 4. Limited Resources: Often, local governments face limitations in terms of resources, both in terms of financial and human resources, to carry out effective conservation projects. This requires the development of strategies that not only focus on conservation, but also efficient in the use of resources.
- 5. Climate Change and the Environment: Climate change can affect the physical condition of historic buildings. Therefore, development strategies should consider the environmental impact and how to minimize the risks faced by these buildings.
- 6. Community Participation in Development: To create sustainable development, the active participation of the community is essential. Community involvement in the development of strategies not only helps in preserving cultural heritage, but also ensures that the needs and desires of local communities are taken into account.

Taking these challenges into account, there is a need to develop an integrated strategy to harness the potential of the Old City while maintaining its existing historical and cultural values. Through an inclusive, collaborative, and sustainable approach, Kota Tua on Jalan Asahan can be an example of development that not only pays attention to economic growth but also preserves cultural heritage for future generations. Regarding development strategies that can be applied to harness the potential of the Old City while preserving its historical value:

- 1. Preparation of Integrated Development Plan. The first strategy is the preparation of an integrated and sustainable development plan. This plan should include aspects of cultural preservation, economic development, and environmental planning. By involving architects, urban planners, and historians, the plan can ensure that each new project aligns with the historical value of the area. For example, revitalization projects can utilize local architectural elements to create harmony between historic buildings and new infrastructure.
- Environmentally Friendly Infrastructure Development. Infrastructure development must be
 designed with environmental impact and sustainability in mind. The implementation of
 environmentally friendly technologies and the sustainable use of local materials can help reduce
 the carbon footprint and support the local economy. For example, using a good drainage system

to prevent flooding in historic areas can protect buildings from damage caused by extreme weather.

- 3. Encouraging Community Participation. Local communities must be involved in the development process to increase their sense of ownership of their cultural heritage. Socialization activities, seminars, and workshops can be held to increase public awareness about the importance of preserving historical buildings. Training programs for local residents in the field of tourist guidance or handicrafts can also improve skills and create new jobs.
- 4. Development of Culture-Based Tourism Destinations. Kota Tua has great potential to be developed as a culture-based tourist destination. This can be done by creating tourist routes that feature historical buildings, museums, and other cultural sites. Cultural activities, such as local arts and culinary festivals, can also be held to attract visitors and provide an authentic experience. Cooperation with local business actors to develop tour packages will provide direct benefits for the local economy.
- 5. Enforcement of Regulations and Policies. Clear regulations and consistent law enforcement are essential to protect historic buildings. The government must establish strict rules regarding development in historic areas and ensure that each project must obtain appropriate permits. New construction must be carried out taking into account the presence and condition of the surrounding historic buildings.
- 6. Collaboration with Organizations and Institutions. Cooperation with non-governmental organizations (NGOs), universities, and international institutions can bring additional knowledge and resources for conservation. Fellowship programs or collaborative research can help develop more effective conservation methods. This kind of collaboration can also draw wider attention to the importance of preserving cultural heritage.
- 7. Routine Maintenance and Restoration Program. The implementation of regular maintenance and restoration programs is very important to maintain the physical condition of historic buildings. Local governments can form a special team responsible for monitoring, maintenance, and restoration of historic buildings on a regular basis. This program can also involve the community, so that they are directly involved in preserving cultural heritage.

4. CONCLUSION

- 1. Potential and Characteristics of the Old City. The Old Town area on Jalan Asahan has high historical value and rich historical architecture. This unique characteristic is the main potential that supports the development of the area as a cultural and historical tourism center.
- 2. Development Challenges. The main challenges in the development of this area include limited funding, lack of maintenance of historical buildings, and low public awareness regarding the importance of preserving cultural heritage. This limitation affects efforts to preserve and develop supporting infrastructure.
- 3. The Role of the Government and the Community. The role of the government and the community is very important in supporting the development of Kota Tua. Collaborative efforts between local governments, the private sector, and local communities can increase the effectiveness of historical area development and preservation programs.
- 4. Impact of development on the local economy. The development of Kota Tua is expected to boost the local economy by attracting tourists and creating new jobs. This development also has the potential to encourage small and medium enterprises around the area.
- 5. Strategic Recommendations for Sustainable Development. Sustainable development needs to be supported by strategic planning that includes the preservation of historic buildings, infrastructure improvements, and the promotion of cultural tourism. There is also a need for regulations that protect the authenticity of the area and regulate the management of the Old City in an integrated manner

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