

Planning and Designing the Convention Center in Sibolga City with a Neo-Vernacular Architectural Approach

Yulesta Putra^{1*}, Sulastrri Wahyuni¹

¹Department of Architecture, Faculty of Engineering, Universitas Sumatera Utara, Medan, Indonesia

*Corresponding Author: yulesta@usu.ac.id

ARTICLE INFO

Article history:

Received 01-01-2023

Revised 05-02-2023

Accepted 03-03-2023

Available online 31-03-2023

E-ISSN: 2622-1640

P-ISSN: 2622-0008

How to cite:

Putra, Y., Wahyuni, S. Planning and Designing the Convention Center in Sibolga City with a Neo-Vernacular Architectural Approach. International Journal of Architecture and Urbanism. 2023. 7(1):173-180.

ABSTRACT

MICE is one of the drivers of tourism that can impact economic development in an area. Sibolga has the potential to become a MICE tourist destination because of its natural beauty, rich in historical and cultural heritage. However, the meeting facilities in Sibolga could not accommodate many people, thus requiring a convention center to accommodate the rapidly growing population without leaving any cultural characteristics there. A convention center is a place for people as usual groups (politicians, business people, scholars, and so on) can share knowledge and discuss a problem, new information, and interest. The design of this convention center aims to become a gathering center for visitors to seek information about things in Sibolga and its surroundings. In addition, the use of neo-vernacular architecture in the building is a manifestation of maintaining the traditional characteristics of Sibolga with a modern touch. The method uses the description method, which describes primary and secondary data with existing facts and then analyzes it to get conclusions. The design result is that the convention center, is expected to be a productive place to introduce and provide insight or knowledge. Attract local people and tourists to maintain and preserve the variety of arts and culture in Indonesia, especially in Sibolga.

Keywords: convention center, neo-vernacular, MICE, Sibolga



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International.
<http://doi.org/10.32734/ijau.v7i1.11761>

1 Introduction

The MICE (Meeting, Incentive, Convention, and Exhibition) industry is one of the fastest-growing segments in world tourism [1][2]. MICE is one of the drivers of tourism progress and a source of income, jobs, venture and foreign investment. In addition, the MICE industry provides opportunities for information sharing, networking and increased capacity, making it essential for intellectual cultivation and regional collaboration [3]. Therefore, the MICE service industry significantly contributes economically to developing countries [4][5]. Indonesia, as a developing country, has been recognized as one of the world's MICE destinations, as evidenced by the fact that Indonesia was ranked 46th in the world's MICE destination countries by The International Congress and Convention Association (ICCA) in 2012 [6]. MICE is a tourism event related to business [7]. Such as convention centre facilities can be used for considerable business potential. The convention center can cooperate with various activities, including entertainment, exhibitions, conferences,

accommodation, and restaurants [8]. The means of convention and exhibition are currently developing facilities due to the increasing needs of the community's life, which are already increasing. The background is by individuals who need a place for an event that can accommodate many people. Because of this, a city or district's facilities for conventions and exhibitions are very much needed to facilitate this need.

The city of Sibolga has the potential to be used as a MICE tourist destination. The natural beauty of the mountains, beaches, marine parks, islands and special foods are a tourist's mainstay. Sibolga is also rich in historical, customary and cultural heritage that should always be preserved [9]. The location of Sibolga is also very strategic for tourist trips because the city of Sibolga is a central point for tourists who will continue their journey to the surrounding areas such as Nias Island, West Sumatra Province and Nangro Aceh [10]. Based on the location survey the researcher did, the city of Sibolga already has a facility for meetings and various activities. However, because the building area cannot accommodate a large number of people (300 people), Sibolga still needs a convention center to accommodate the rapidly growing population need a convention center. The convention center that will be designed is expected to become one of the icons among the famous iconic buildings in Sibolga. In designing this Sibolga Convention Center, an architectural approach is needed that elevates and preserves the local elements shaped empirically by a tradition but with a modern, contemporary icon. The Neo-Vernacular theme will be adopted in this plan without neglecting local traditional values. The Sibolga Convention Center design aims to be a gathering centre for visitors to seek information about things in Sibolga and its surroundings. A place to preserve culture and remember the history of Sibolga, as well as several supporting facilities such as rest areas and typical Sibolga hawker centres.

2 Literature Review

2.1 Convention Center

The convention is meeting people to share knowledge about a concern or problem, then solving together in a group [11][12]. According to the Director General of Tourism, Conventions are activities in the form of meetings between groups (politicians, business people, scholars and so on) to discuss issues related to common interests or exchange information on new matters to be addressed [13].

The convention building is a space used for meeting activities for many people with the aim of deliberation to discuss a particular problem or exchange opinions [14]. The convention center is a facility for meetings and performances without lodging facilities. Various forms of meeting accommodated in convention center buildings, such as meetings, discussions, conferences, seminars, forums, workshops, concerts or exhibitions [15].

Based on the description above, it can be concluded that the Sibolga Convention Center is an activity centre that a community or organization usually carries out to hold an event, meeting, exhibition, or education,

which functions to support all activities so that the actions contained in the Sibolga Convention Center live and exist.

2.2 Neo-Vernacular Architecture

Neo-Vernacular architecture is an application concept in architecture that considers the cosmological rules of local culture in the life of society and the harmonious relationship between buildings, nature and their environment [16][17]. The application to the building is carried out both physically (facade and construction) as well as on non-physical aspects (concept, philosophy, spatial) to preserve local characteristics but with a modern touch [18].

Neo-Vernacular architecture usually relies on two fundamentally opposing approaches: theoretical and conservative. The conservative approach is seen in performance, material, and traditional forms appropriate for the era. Meanwhile, the theoretical approach is the final physical form that follows the existing structure, and the point is that the architecture only follows the new functional provisions [19][20].

3 Methods

3.1 Design Location

The design of the location becomes an important factor. Therefore, it is essential to choose the right place based on the purpose of the function and the design theme [21]. The design location is Simare-mare, Sibolga City, Sibolga City, North Sumatra. The location selection is based on the overview of the city structure, achievement, service area, land size, ease of entrance, and ownership status (Tabel 1).

Table 1 Site Location Criteria

Criteria	Location
Overview of the city structure	Located in an area dominated by community residential buildings and commercial buildings.
Accessibility	Access to the area can be traversed by public and private transport.
Criteria	Location
Service Area	Residents' houses, houses of worship, hospitals, educational facilities, cultural and commercial facilities support each other in the site area and are easy to access.
Land Size	The size of the land that will be the location for the design of the Convention Center must meet the functional requirements for space and the planned facilities.
Ease of Entrance	The entrance site can be reached via the main road so that it is easily accessible by users.
Ownership Status	The ownership status of project land is owned by the government and is fully managed by the government and local communities.

3.2 Design Methods

Solving design problems uses descriptive methods by describing primary and secondary data with existing facts, which will then be analyzed to obtain conclusions [22]. The methods are design ideas, data collection, design analysis, design concepts, pre-design, and design results. The method used in data collection is by conducting literature studies and field surveys. The literature study collected secondary data from several sources, such as theory, regulations, and acoustics related to discussing concepts. The field survey matches existing data and becomes a comparative design study.

Data analysis was conducted based on the literature review results and data collection. This step is to identify the character of the design area, problems that arise, limitations, potential, functional requirements, characteristics, and development principles that will be applied to the Sibolga Convention Center. The data analysis process consists of user analysis, activity, site, indoor space, outdoor space, structure, utility, mass and appearance.

4 Results and Analysis

The basic concept of designing "Sibolga Convention Center" is to provide or build MICE (Meeting, Incentive, Convention, Exhibition) facilities that meet the appropriate standards for the city of Sibolga and implement the characteristics and culture of the city of Sibolga in the design of the Convention Center.

4.1 Zoning

Zoning Sibolga Convention Center is divided based on the function of use in this site; there are five primary zones: private zone, semi-public zone, public zone, green open space zone and parking (Figure 1).

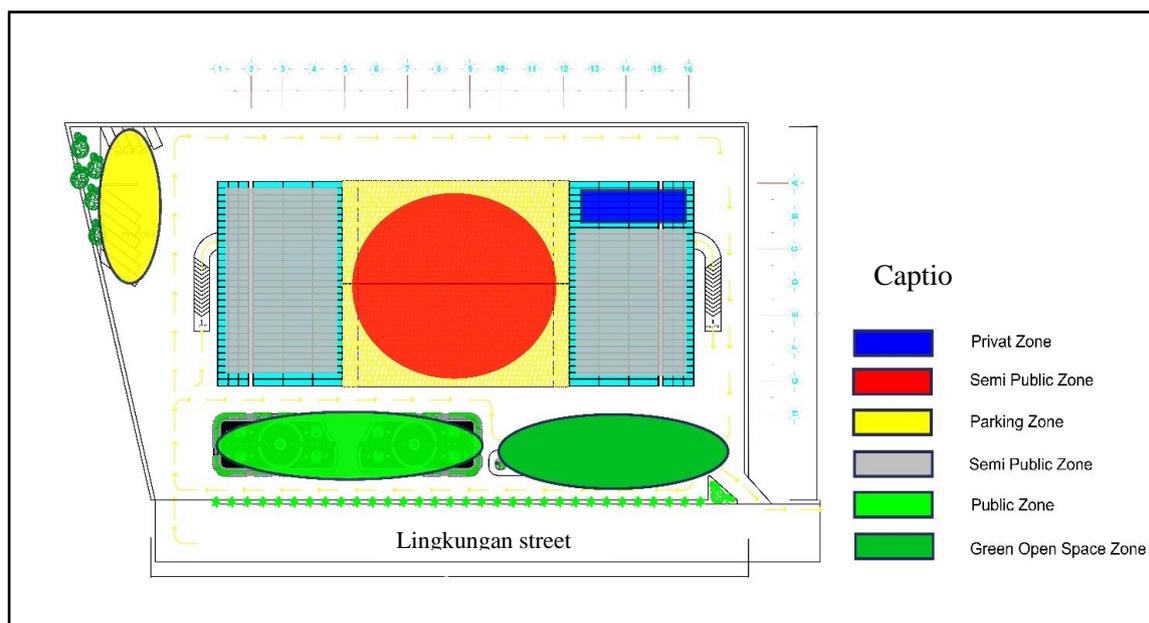


Figure 1 Zoning Sibolga Convention Center

4.2 Outdoor Layout

The outdoor layout is also designed and placed based on zoning and function to maximize its function (Figure 2).

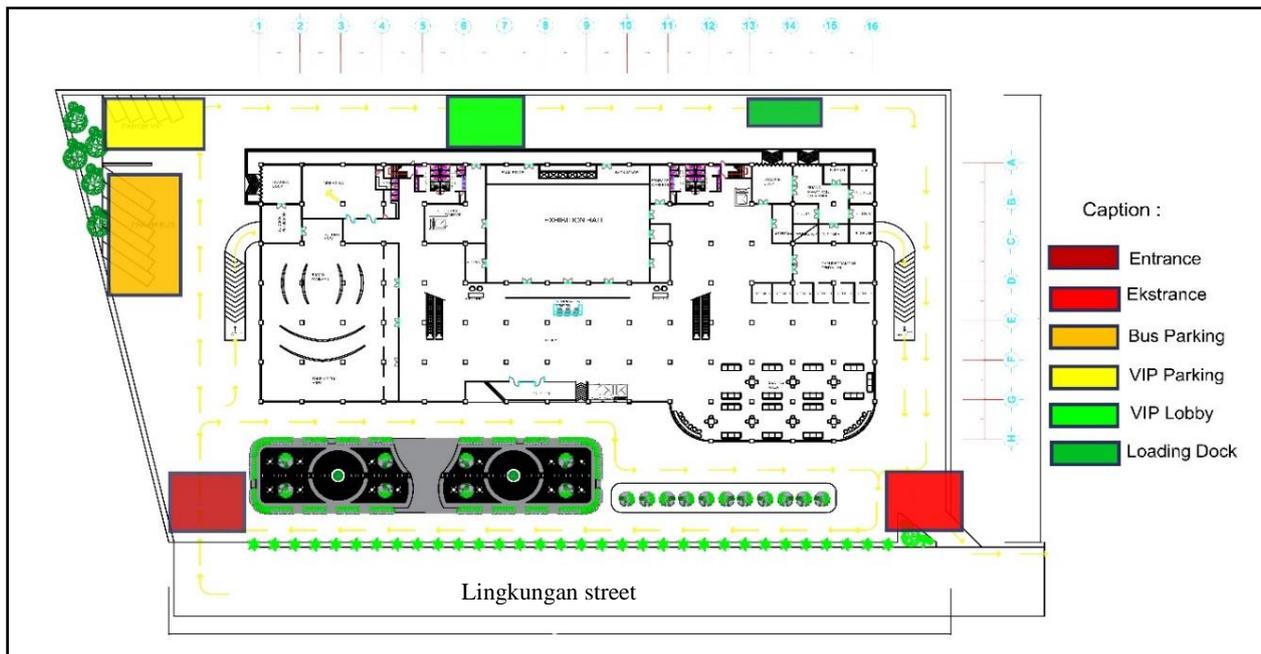


Figure 2 Outdoor Layout

4.3 Entrance

Based on the analysis of the placement of the entrance that has been discussed, the building entrance will be placed on the left side. The concept of the entrance to the building is as follows the main entrance is from H. Zainul Arifin street because it is the main road (Figure 3).

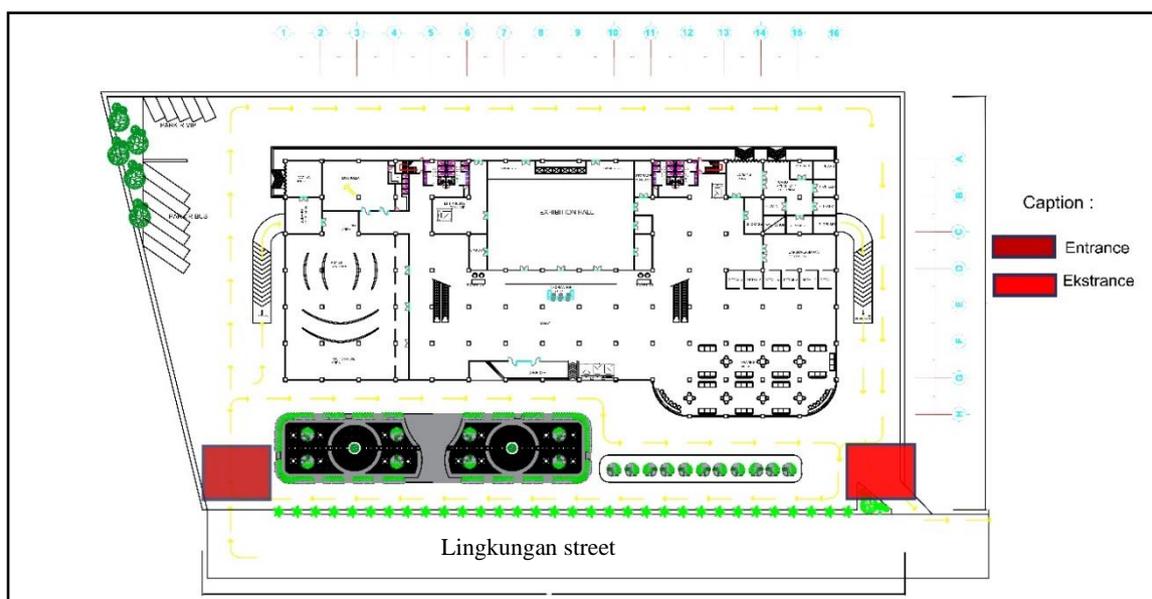


Figure 3 Entrance & Ekstrance

4.4 Mass and Facade Design

The neo-vernacular design concept features traditional elements combined with modern architecture, and the neo-vernacular will feature conventional buildings that have evolved. In essence, a neo-vernacular design style is a form of design that appears as it is by displaying the original form of the local area where the building will be erected.

The roof uses traditional Sibolga Pesisir roofs and Batak houses in Sibolga, which have been transformed into a more modern form (Figure 4). The walls use local materials such as red brick on the walls combined with modern materials, namely glass. The window uses double glass material with a current model. Ornaments use Batak carving ornaments on the facade of the building to describe the cultural diversity in Sibolga city. Selection of colours that are tailored to the function and user space. The chosen colour is earth-toned to create a warm, shady atmosphere, blending with nature like the philosophy of life for the people of Sibolga. The exterior of the building uses grey, sky blue and brown colours (Figure 5).

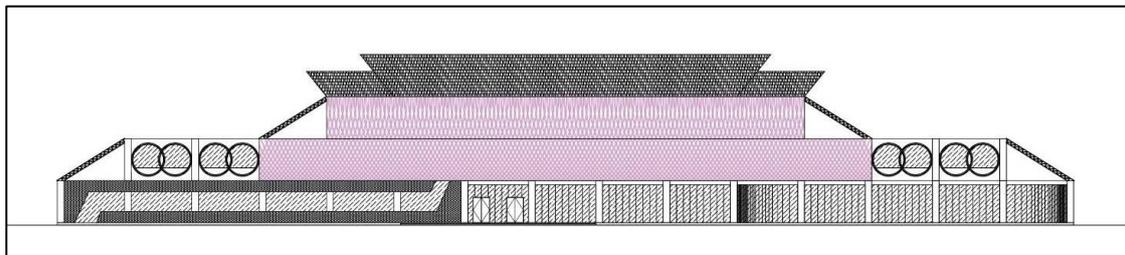


Figure 4 Front View

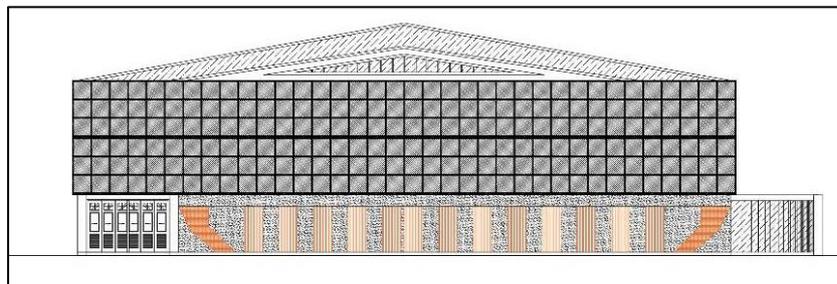


Figure 5 Side View

5 Conclusion

MICE is an industry with a high speed in its development in the world of tourism which can improve the local community's economy. Not only that, MICE is a place for humans to exchange information and thoughts. Sibolga has the potential to develop MICE tourism because it has a beautiful landscape and culture. Therefore, the convention centre's design by applying neo-vernacular architecture is essential to maintain local elements. Using Batak ornaments will produce a work that can become the embodiment and new icon of the city of Sibolga.

Acknowledgement

This planning and design is independently funded to complete a bachelor's degree in the Department of Architecture and is given as a contribution to government and architectural science to develop design research for the development of a better future city. The author's great honor goes to the Universitas Sumatera Utara, which has supported to completion of the research and design of the Convention Center in Sibolga city with a Neo-Vernacular Architectural approach.

REFERENCES

- [1] J. An, H. Kim, and D. Hur, "Keeping the competitive edge of a convention and exhibition center in MICE environment: Identification of event attributes for long-run success," *Sustain.*, vol. 13, no. 9, 2021, doi: 10.3390/su13095030.
- [2] O. Alananzeh, M. Al-Badarneh, A. Al-Mkhadmeh, and O. Jawabreh, "Factors influencing MICE tourism stakeholders' decision making: The case of Aqaba in Jordan," *J. Conv. Event Tour*, vol. 20, pp. 24–43, 2019. <https://doi.org/10.1080/15470148.2018.1526152>
- [3] N. Smagina, "The internationalization of the Meetings-, Incentives-, Conventions- and Exhibitions- (MICE) industry: Its influences on the actors in the tourism business activity," *J. Econ. Manag.*, vol. 27, no. 1, pp. 96–113, 2017. DOI: 10.22367/jem.2017.27.06.
- [4] M. Nadzir, "Analisis Usaha Event Organizer MICE (Meeting, Incentive, Conference, Exhibition) Melalui Kanvas Model Bisnis dan Peta Empati: Studi Kasus Event Organizer di Yogyakarta dan Surakarta.," *J. Manaj. Bisnis*, vol. 7, no. 2, pp. 170–193, 2016.
- [5] Murdopo. *Warta Ekspor* (Juli 2011 ed.). Jakarta: Kementerian Perdagangan. 2011.
- [6] Fortune PR. *Peran Aktif Dyandra Promosindo Menggali Event/Concerence di Indonesia*, March 4, 2013. [Online]. Available: Fortunepr.com: <http://www.fortunepr.com/newsroom/1286-peran-aktif-dyandra-promosindo-menggali-potensi-market-industri-event-a-conference-di-indonesia.html>. [Accessed: May 5, 2014].
- [7] I. Trišić and V. Arsenov-Bojović, "THE ROLE OF MICE INDUSTRY IN TOURISM DEVELOPMENT", *hitmc*, vol. 3, no. 2, pp. 275-293, Jun. 2018. <http://www.tisc.rs/proceedings/index.php/hitmc/article/view/59>
- [8] D. Wijiyanto, and S. Sumarno, "Interior Designing of Semarang Convention Center Under the Theme of Asem Arang-Arang," *Pendhapa*, vol. 11, no. 1, pp. 32–38. 2021. <https://doi.org/10.33153/pendhapa.v11i1.3603>
- [9] R. S. Pasaribu and J. Simamora, "PENGAKUAN DAN PERLINDUNGAN HUKUM TERHADAP KEBERADAAN MASYARAKAT HUKUM ADAT BATAK TOBA," *NJLO*, vol. 3, no. 1, pp. 1-15, Jan. 2022.
- [10] H. P. A. Situmeang and K. Siburian, "Peranan Pemerintah Daerah Kota Sibolga dalam Pembangunan Pariwisata Berbasis Pelestarian Lingkungan," *Nommensen Journal of Constitutional and Administrative Law*, vol. 1, no. 1, pp. 66-77. 2022. https://ejournal.uhn.ac.id/index.php/administrative_law/article/view/559
- [11] A. B. Purnomo, I. Sulistyanto, and Rully, "PERENCANAAN DAN PERANCANGAN SOLO EXHIBITION AND CONVENTION CENTER DI SURAKARTA (Berpendekatan High Technology Architecture)," *J. Tek. Sipil dan Arsit.*, vol. 24, no. 2, pp. 1–9, 2019, doi: 10.36728/jtsa.v24i2.975.
- [12] F. Lawson, *Conference, Convention and Exhibition Facilities*, London: The Architectural Press, 1981. [Online] Available: openlibrary.telkomuniversity.ac.id.
- [13] Decree of the Director General of Tourism Number: Kep-06/ U/IV/1992; article 1: implementation of convention services business, incentive trips and exhibitions
- [14] F. Fauzi and W. Aqli, "Kajian Konsep Arsitektur Futuristik Pada Bangunan Kantor," *J. Archit. Des. Dev.*, vol. 1, no. 2, p. 165, 2020, doi: 10.37253/jad.v1i2.1387.
- [15] D. T. Pramono, T. Mustikawati, and S. T. Pamungkas, "Bangunan Pusat Konvensi Sebagai Landmark Kawasan Tenggara Kota Malang," *Jurnal Mahasiswa Jurusan Arsitektur*, vol. 4, no. 2, 2016.
- [16] S. B. Ristamora and F. Eddy, "Sipiso-Piso Hotel Resort and Cottage (Neo-Vernacular Architecture)," *International Journal of Architecture and Urbanism*, vol. 4, no. 2, pp. 217-226, Aug. 2020. doi: 10.32734/ijau.v4i2.4526.
- [17] N. S. Pendit, *Ilmu Pariwisata*, Jakarta: Akademi Pariwisata Trisakti, 1994.

- [18] A. N. Tarigan and M. S. Andrea, “Ulos Weaving Center (Neo Vernacular Architecture)”, *International Journal of Architecture and Urbanism*, vol. 4, no. 3, pp. 281-290, Nov. 2020. doi: 10.32734/ijau.v4i3.5040.
- [19] N. Hashemi, H. Mazaherian, and F. Emami, “A museum for the future heritage: house of Tehran’s auction with the neo-vernacular approach,” *HBRC J.*, vol. 17, no. 1, pp. 157–175, 2021, doi: 10.1080/16874048.2021.1916861.
- [20] D. Damien Chaney, M. Pulh, and R. Mencarelli, "When the arts inspire businesses: museums as a heritage redefinition tool of brands," *J Bus Res*; vol. 85, pp. 452–458, 2018.
- [21] N. Puren, F. Eddy, and W. Abdillah, “DESIGN OF MENTAL HEALTH CENTER WITH BIOPHILIC ARCHITECTURE APPROACH IN MEDAN CITY ”, *Jurnal Koridor*, vol. 12, no. 02, pp. 76-85. <https://doi.org/10.32734/koridor.v12i02.6624>
- [22] S. Siyoto, M. A. Sodik, *Dasar Metodologi Penelitian*, Yogyakarta: Literasi Media Publishing, 2015. [Online] Available: books.google.co.id