



Revitalizing Outbound Creative Village Based on Place Attachment

Prahmita Karima^{1}, D. Lindarto¹*

¹ *Architecture Departemen, Faculty of Engineering, Universitas Sumatera Utara, Medan, Indonesia*

Abstract. Creative Village is a rural outbound camp area that has a traditional concept. The traditional games in this area are playing kites, jumping rope, marbles, stilts, Sodor carts, bezel balls, shadow puppets, and so on. This tourist area is located in the countryside, away from highways and noise. This study aims to revitalize the area so that its utilization can be more optimal. The method used is qualitative, namely direct observation in the research area. The phenomenon in the area has not been fully utilized in terms of its potential. The conditions that occur are things that are considered potentially unused. The revitalization area uses the Place Attachment theory as the basis, the theory of outdoor design as a reflection of the needs of the tourist area, and Kevin Lynch's theory will be used to determine what is considered attractive and has the potential to be developed or eliminated. This result was obtained from the revitalization of the area as a tourism village and tourism object in the Deli Serdang Regency.

Keyword: creative village, place attachment, revitalization.

Received 25 February 2022 | Revised 16 March 2022 | Accepted 20 March 2022

1 Introduction

Tourism is a travel activity for recreation, or studying the uniqueness of the attractiveness of a tourist place visited in a short time. Sustainable tourism development based on socio-cultural aspects has several assessment indicators, where these indicators reflect the contribution of sustainable tourism development to local socio-culture [1]. Previous research stated that traditional, ethnic, and linguistic villages and untouched places, education, cultural and artistic values, social conditions of the community, and residence are indicators of the socio-cultural aspects of sustainable tourism [2]. The fact is that sustainable tourism is not just a product of tourism but has turned into something that must be achieved in tourism development [3]. Deli Serdang Patumbak Creative Village is an interesting tourist spot owned by Deli Serdang Regency. Creative Village is the name of an outbound camp with the concept of a traditional

*Corresponding author at: Department of Architecture, Faculty of Engineering, Universitas Sumatera Utara, Perpustakaan street J07 Building, Medan 20155, Indonesia

E-mail address: prahmitacaca40@gmail.com

Indonesian game. Creative Village is an alternative tourism and sightseeing that is both recreational and educational in the open nature, formally by the Indonesian Exploration team. Creative Village or better known as Indonesian traditional game village Creative Village has an area of approximately 3 hectares that blends with the gardens, fields, fish ponds, goat farms, and beautiful rice fields of the villagers.

Creative Village requires a revitalization of the region that can optimize the function of traditional tourism and recreation and connect some tourism activities that support theories, including the Place Attachment approach. This approach is a very suitable discussion to be used as a revitalization concept for Deli Serdang Patumbak Creative Village.

2 Literature Review

Revitalization

Revitalization of an area includes improving the physical and economic aspects of the building and space of an area. The aim is to provide new facilities, improve existing facilities or even revive vitality in the area so that they can provide even more significant benefits for the better survival of the region.

Place Attachment

Low and Altman (1992) Place attachment is a bond formed by humans with place [4]. This bond is formed positively and grows along with the length of time humans move in that place. According to Vaske and Kobrin (2001), viewed from a psychological perspective, the relationship between people and places shows that the meaning of a place is divided into two-place attachment indicators, that is, place dependence and place identity [5]. Place attachment in this study is defined as a positive emotional connection to a place that can be indicated by individuals with feelings of pleasure, feeling at home, feeling satisfied, feeling dependent, and feeling of belonging or making the place a part of their identity. Place attachment has various concepts that come from the point of view of various disciplines. Scannell & Gifford (2010) conducted a study of various concepts regarding place attachments and explored the similarities contained in these various concepts. Scannell & Gifford (2010) proposed a framework that divides place attachments into three dimensions that influence copy, namely: *person, place, Psychological Process*. Based on the place attachment framework, *place attachment* is a bond between an individual or a group and a place that can vary in terms of spatial level, level of specificity, social or physical features of the place. It is manifested through affective, cognitive, and behavioral psychological processes [6].

Genius Loci

Genius Loci was initially been a traditional Roman belief that every place has a protective soul. This concept is usually described in the form of a particular attribute or icon. This concept is

also often used to design altars or gardens in palaces and other Roman buildings. Genius loci are then used to understand the soul of a place or the spirit of a place. The soul of a place or spirit of a place is interpreted as the specific atmosphere of a place. In the 19th century, genius loci emerged as an architectural discourse initiated by Christian Norberd-Schulz in the book "Genius Loci: Towards a Phenomenology of Architecture." Architecture plays a role in visualizing genius loci, and the task of an architect is to create a meaningful place, thus encouraging a person to live (dwell). A dwelling place (residence) is a place that has a particular character and meaning of life for its people. According to Heidegger (Christian Norberg-Schulz, 1984), 'dwelling means to be at peace at protected place.' The place is a concrete manifestation of the process of settling (dwell) carried out by humans [7]. Kevin Lynch, in the book "The Image of the city," reveals that general the image of a city is influenced by the physical aspects of the city. 5 elements form a physical city image, namely: path, edge, district, nodes, and landmark [8]. Veronika Widi Prabawasari and Agus Suparman, in their book Layout of Outer Space 1, stated that visually prominent design elements to support outdoor space design or landscape design could be categorized into four parts, namely: scale, texture, shape, and color [9].

3 Methodology

The method used in this study is a qualitative research method. According to Creswell in his book Educational Research, Qualitative research is a type of research in which the researcher is very dependent on information from objects/participants in broad scope, general questions, data collection consisting primarily mostly of words/texts from participants, explain and do an analysis of words and conducting research subjectively [10]. This qualitative research process involves essential efforts, such as asking questions and procedures, collecting specific data from participants, and analyzing data inductively from themes specific to general themes, and interpreting the meaning of data. This study also used descriptive methods. According to Nasir (1988: 63) in the book Example Research Methods, the descriptive method is a method in examining the status of an object, a group of people, a set of conditions, a class of events are present, or a system of thought [11].

In determining the location of research, there are criteria and stages in determining the location by the formulation of the problem (Figures 1 and 2).



Figure 1 Study case Area

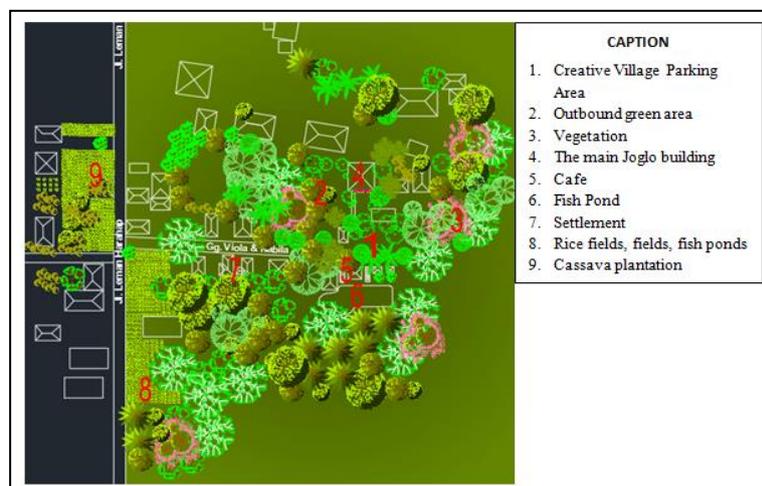


Figure 2 Study case Area (Auto Cad)

The method of the problem-solving approach is done by identifying and analyzing research objects; after that, every element of the research object is compared with comparative studies and literature studies. The purpose of this comparison is to get an analysis and solution that suits the problem and is right on target.

In terms of determining the problem-solving approach, the researcher first surveys the condition of the object and the potential of the area in the Creative Village. This approach is related to Creative Village as a traditional game ecotourism education. This approach was taken as a basis for identification problems in research.

4 Result and Analysis

Place Attachment on Creative Village Area

One of the place attachments at Creative Village is its traditional game because, in this Creative Village, visitors are invited to remember back about traditional outbound games such as stilts, snobs, snaps, Sodor carts, and many others. I also quote from the internet about the place of attachment Creative Village that is the atmosphere, the atmosphere in Creative Village is still

beautiful countryside, fresh air and far from city noise. Besides Place Attachment, Creative Village, namely buildings in Creative Village, are traditional buildings with bamboo and palm leaves and tepas. Existing buildings in the Creative Village are Joglo or Hall, hut, and the main house. All buildings follow the rural theme so that the concept of the building is integrated with nature. This is a Place Attachment analysis of the Creative Village area (Figure 3).



Figure 3 Analysis of Creative Village Place Attachments, (a) Main Joglo, (b) Outbound making Puppets from cassava stems and leaves, (c) Main Omah, (d) Pondok, (e) Small Joglo, (f) Outbound Equipment Traditional

The results of the designs that will be applied to the Deli Serdang Creative Village research area are sourced from the analysis solutions that have been carried out by observing and comparing literature review theories. Regional improvement to improve the image of the region is needed. The area that was appointed was Creative Village, Deli Serdang, which is an outbound place that lacks existence, so it needs to be revitalized.

Revitalization of this Creative Village will function as a traditional tourism area and an Outbound Village. This village with the potential for cassava plants as a maker of cassava chips at Deli Serdang. A tourist village is a rural area that offers authenticity both in terms of customs, social culture, traditional architecture, daily life, spatial structure presented in the form of integrated tourism components, including accommodation, attractions, and supporting facilities. [12]. In the characteristics of a village that has local wisdom that is developed into tourism potential to be able to attract both local and foreign tourists by utilizing the uniqueness and authenticity of rural characteristics. Tourist village by Murdiyanto (2011) is the development of a village that take advantage of the elements that exist in the community, and the village that serves as the attributes of the tourism product into a series of tourism activities are integrated and have a specific theme by the characteristics of the villages [13]. More specifically, tourism village development is defined as efforts to improve and complement tourist facilities to meet the needs of tourists. There are two main concepts in the tourism village component according to Hadiwijoyo (2012), namely accommodation, namely accommodation, which is part of the

residence of the local population and units that develop on the concept of where residents live and attractions, namely the whole daily life of residents and the physical setting of the village location. Which allows the integration of tourists as active participants such as: curriculum, language, and others more precisely [14]. This tourist village has the concept of a bamboo house as a building material in the Creative Village. Creative Village It has a rural character, is calm, beautiful, lots of trees and away from the noise of the road, so it is suitable to be applied with a bamboo house. This effort is made so that the research area will continue to exist in the future. In this discussion, problems related to the economic, social, and potential aspects in the regions will be described to obtain solutions and become concepts for correcting problems that occur. In Creative Village, it is divided into several zoning, including; garden zoning, traditional outbound zoning, bamboo house zoning, and cassava kitchen zoning. Moreover with this revitalization, you can find the Place Attachment of the Creative Village. Economic overview and social overview of the Creative Village area (Figure 4).

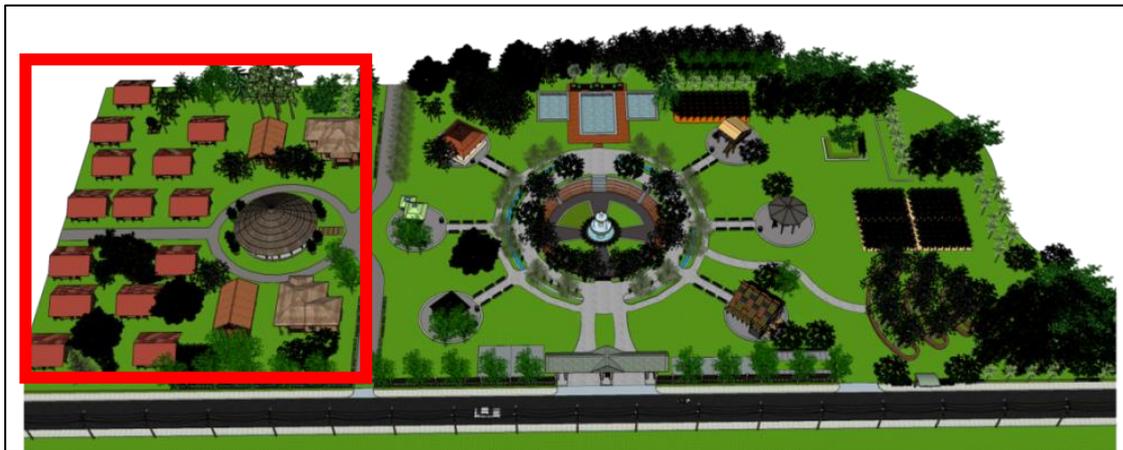


Figure 4 Kitchen area of Cassava and Bamboo House

This area is an area of cassava processing which is used as food where the processed is sold and can help the economy of the surrounding community.

This area is the Bamboo House area and is the exhibition of the Cassava Kitchen, which is a social review linking the creative village with the surrounding community. The dynamics of culture have given special meaning to the tourists, even only traditional food [15]. Rows of building facades that successfully provide visual comfort in a cultural heritage area will undoubtedly influence the formation of place identity. Facades with visual elements that produce an identity can attract tourists. Next is the Cassava Kitchen area, which is a Social Review involving the surrounding community in processing or craft activities in the Cassava Kitchen area.

The results of the design of the revitalization of the Creative Village area include;

Pedestrian

At Leman Harahap street, a pedestrian path is made, so that pedestrian users are comfortable walking on this path (Figure 5).



Figure 5 Creative Village Pedestrian Design

Street Lights

The path on Leman Harahap street is given street lights for lighting at night. Different types of lighting that illuminate between day and night create different atmospheres. The atmosphere at night, with the help of artificial lighting, has a distinctive picture that is different from the daytime, thus providing added value for tourist destinations [16] (figure 6).



Figure 6 Design of Creative Village Street Lights

Zoning Parks

This zone is in the center of the Pedestrian design. In this zone, fountains are made, green open areas for shows, seating stairs, gazebos called joglo, and souvenir houses (Figure 7).



Figure 7 Design of Creative Village Park

Traditional Outbound Zoning

This zone is a traditional outbound playground for creative hamlets in green open areas, *joglo* for outbound, fish ponds for catching outbound fish, cassava gardens, banana gardens (Figure 8).



Figure 8 Outbound Zoning Design in green open space of Creative Village

Zoning of Bamboo Houses

This zoning is a house of citizens whose material is mostly bamboo, which is made for the bamboo house exhibition zone in Creative Village (Figure 9).



Figure 9 Design of a Creative Village bamboo house

Cassava Kitchen Zoning

This zone is an area of cassava production, which is several *joglo* buildings to produce the potential of Creative Village, namely cassava. This zoning consists of several buildings, including a kitchen for managing cassava, a kitchen producing packaging, storage, and a *joglo* building. This *joglo* building is made for visitors who want to learn how to manage cassava (Figure 10).



Figure 10 Kitchen Design of Creative Village Cassava

Parking

The parking lot consists of a bike, car, and bus park. Car and bike parking area on the right and bus parking area on the left (Figure 11).

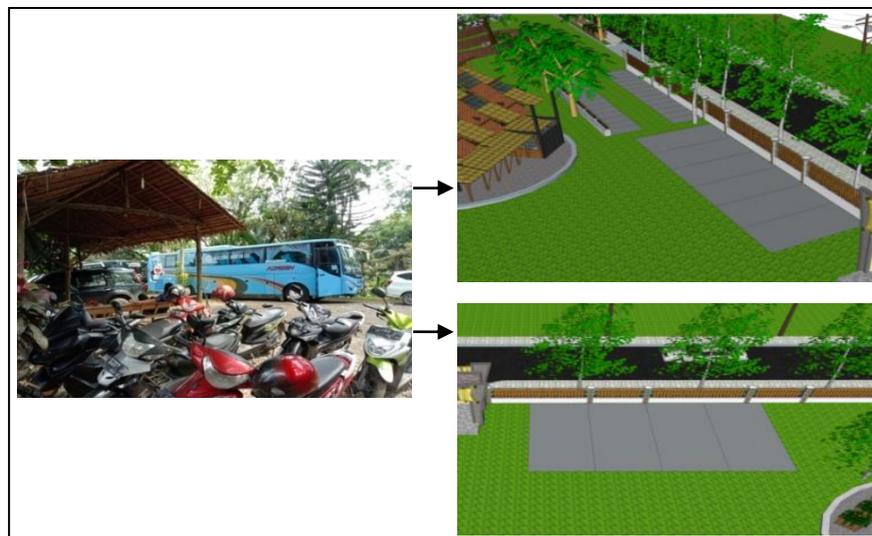


Figure 11 Creative Village car, bike, and bus parking lot

Archway

The gate in Creative Village was made more comprehensive and as an entry and exit of the research area and made as a node (Figure 12).



Figure 12 Gate Creative Village Design

5 Conclusion

The Creative Village area is located on Leman Harahap street, Gang Viola & Nabila, Marindal North Sumatra, is a comfortable, relaxing rural area, away from the noise of the highway, and beautiful. This tourist spot is a traditional outbound place which is quite essential and should receive special attention from the government and the community. Well-managed tourist attractions will have a good impact on several aspects of people's lives and increase the potential value of the area. However, the existence of the Creative Village at this time has not been utilized optimally, so this area is not well known to the public. Seeing these conditions, it is necessary to conduct a study to revitalize the function of the Creative Village area..

REFERENCES

- [1] UNWTO, *Sustainable development of tourism: Definition*. Retrieved from <http://sdt.unwto.org/en/content/about-us-5>. In Tyrväinen, L., Uusitalo, M., Silvennoinen, H., & Hasu, E. (2014). *Towards sustainable grow thin nature-based tourism destinations*. Clients' views of land use options in Finnish Lapland. *Landscape and Urban Planning*, 122,1–15., 2012.
- [2] H. F Waani, *Sosial Budaya Dalam Pengembangan Pariwisata Di Kelurahan Bunaken Kecamatan Bunaken Kota Manado*. *ACTA DIURNA KOMUNIKASI*,5(2)., 2016.
- [3] L., Sanjay, K Jiaying, *Sustainable tourism research: an analysis of papers published*. *Journal of Sustainable Tourism*,17:1,5-16, DOI: 10.1080/09669580802582480., 2009.
- [4] Setha M. Altman, Irwin. Low, *Place Attachment A Conceptual Inquiry*, New York.
- [5] J. J., dan Kobrin, K. C. Vaske, *Place attachment and environmentally responsible behavior*. *Journal of Environmental Education* 32(4), 16-21., 2001.
- [6] Leila, Robert Gifford. Scannel, *Defining Place Attachment : A Tripartite Organizing Framework*. *Journal of Environmental Psychology*. The University of Victoria. British Columbia.
- [7] Christian-Norberg. Schultz, *genius Loci, towards a phenomenology of architecture*. New York.: Rizzoli, 1991.
- [8] Kevin Lynch, *The Image Of The City*, The MIT Press. Cambridge, 1960.

-
- [9] Veronika Widi. Suparman, Agus. Prabawasari, *Tata-ruang-luar_01*.
- [10] J.W. Creswell, *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*, Pearson Merrill Prentice Hall. Singapore, 2008.
- [11] M. Nazir, *Metode Penelitian*. Jakarta: Ghalia Indonesia, 1988.
- [12] F. and Suprihardjo, R. Zakaria, *Konsep Pengembangan Kawasan Desa Wisata di Desa Bandungan Kecamatan Pakong Kabupaten Pamekasan*. *Jurnal Teknik ITS*, 3(2), pp.C245-C249. Pearce, D.G., 2001. *An integrative framework for urban tourism research*. *Annals of tourism research*, 28(4), pp.926-946., 2014.
- [13] E. Murdiyanto, *Partisipasi masyarakat dalam pengembangan desa wisata Karanggeneng, purwobinangun, pakem, Sleman*. *Jurnal Sosial Ekonomi Pertanian dan Agribisnis*, 7(2), pp.91-101., 2011.
- [14] S.S. Hadiwijoyo, *Perencanaan pariwisata perdesaan berbasis masyarakat: sebuah pendekatan konsep*.: Graha Ilmu, 2012.
- [15] N., Wahid, J. Ginting, *Defining Distinctiveness Aspect of Place Identity in Urban Heritage Tourism*., 2016.
- [16] Rodrigues A and Peroff D M Rodrigues A L, *International Journal of Tourism Research* 17(3),292-302., 2015.