

Conference Paper

Development of a Cultural-Based Application at Kampoeng Heritage Kajoetangan as a Learning Media for Tourists

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Abstract

Kampoeng Heritage Kajoetangan is an area located in the heart of Malang City. 60 preserved heritage buildings are still occupied by the community to this day. Kampoeng Heritage Kajoetangan is a common thread in the history of the struggle of the Indonesian nation and the history of the city of Malang, which has many assets that must be preserved and explained to tourists. This study's researchers developed an application entitled KAMPOENG HERITAGE KAJOETANGAN as a medium of learning about the culture in this village, including historical information, knowledge systems, language, systems and technology equipment, and art, livelihood, religious and social systems. This application was developed following the Borg & Gall development model which was simplified into 4 steps given the time restrictions, namely: Research and Data Collection, Planning, Product Draft Development, and Final Product Completion. The visualization of illustrations, fonts, colors, and music featured in this product have an Indische nuance, making it easier for tourists to learn and foster an aesthetic experience like going back in time.

Keywords: interactive multimedia, culture, Kampoeng Heritage Kajoetangan, education, tourists

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1. Introduction

One of the cultures whose existence can still be seen and studied and the artifacts that are still passed down from generation to generation in Malang City is Kampoeng Heritage Kajoetangan. This village is located in the heart of the city, precisely on Jalan Jend. Basuki Rachmat Gg. VI, Kauman, Kec. Klojen, Malang City, East Java. Located in an alley in a heritage building area. This village is one of the tourist villages frequented by children, adolescents, and adults. Inside are colonial heritage houses

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and are still occupied by their owners. This is where the heritage tourism places are actually managed by the Kayutangan people themselves. The results of the researcher interview with the chairman of the Tourism Awareness Group (Pokdarwis) stated that the Kampoeng Heritage Kajoetangan consists of 3 hamlets and there are about 60 old houses and have an Indische Empire style. The Indische Empire is the influence of the Dutch colonial architectural style in Indonesia from the mid-18th century to the early 19th century.

This influence is a culture brought by the colonials when colonizing Indonesia, there are also indigenous cultures that exist there, such as the artifact of the tomb of Eyang Honggokusumo which is one of the indigenous figures and has an important role in the development of the Kayutangan area, besides that there are also mosques that still exist until now. Judging from this situation, it can be ascertained that this village is a common thread in the history of the struggle of the Indonesian nation and also a common thread from the history of the city of Malang. On the basis of the large number of assets that must be preserved and edited for tourists, tourists should not only take photos in front of the house but get information about the culture behind this Kampoeng Heritage Kajoetangan, the researchers made an application to make it easier for tourists to get information and learn about the culture in this village.

2. Methods

This application development method follows the Borg & Gall development model. The reason for choosing the Borg and Gall development model is because the steps in this study are in accordance with the initial concept of development that the researcher will carry out. Explained that the Borg and Gall development model contained ten steps for implementing a research and development strategy [5]. In this study, it is simplified into 4 steps considering the limited time of the study so that it can be described as follows:

2.1. Research and information collecting

At this stage, the researchers conducted observations at Kampoeng Heritage Kajoetangan to identify existing problems as a basis for selecting solutions to problems faced by tourists. In addition, researchers also collected data about the culture that is in Kampoeng Heritage Kajoetangan which will be displayed on the KAMPOENG HERITAGE KAJOETANGAN application.

2.2. Planning

At this stage, the researcher compiles work steps and alternative solutions if there are problems in the preparation of the KAMPOENG HERITAGE KAJOETANGAN application, then as soon as possible find a solution to the problems that occur.

2.3. Develop a preliminary form of product

At this stage the activities carried out are:

- Designing the KAMPOENG HERITAGE KAJOETANGAN application that will be realized.
- Developed the KAMPOENG HERITAGE KAJOETANGAN application which has been processed into finished products and is ready for validation.
- Develop validation instruments that will be filled in by expert validators.
- Perform expert validation with media expert validators, namely visual communication designers, grammar expert validators, and material content validators.

2.4. Final product revision

At this stage, the results of the last input by the validator are perfected to become the finishing of the finished product and ready to use.

3. Findings and Discussion

Kampoeng Heritage Kajoetangan Malang is located in the heart of Malang, namely Jalan Jend Basuki Rachmat Gg. VI, Kauman, Klojen. Since it was officially opened on April 22, 2018, Kampoeng Heritage Kajoetangan has been designated as a cultural area (heritage) by the government of Malang City [2]. Kampoeng Heritage Kajoetangan offers cultural tours that contain historical education by showing the architecture of the Dutch colonial heritage house that is still preserved today. Not only building architecture, tools or ancient items are also available such as bicycles, cooking utensils, lamps, windows, cameras, telephones, and other home furnishings that are part of cultural heritage. In addition, Kampoeng Heritage Kayutangan also still keeps many remains of past civilizations in the form of shopping buildings, the tomb of Eyang Honggo Kusumo,

Tandak cemetery, Krempyeng Market, Dutch irrigation, water channels, thousand stairs, and other points that have high historical value in Malang City [1].

Kampoeng Heritage Kajoetangan as a cultural tourism place in which there are colonial heritage buildings, according to visitor data managed by Pokdarwis, in one year there are around 2000 tourists who come from children, adolescents to adults. The activities carried out on the tour are traversing the village or around the alleys in 3 RWs and taking selfies in front of the house or on the river so that visitors seem to be in the period 1920s to 1970s. Kampoeng Heritage Kajoetangan has an economic value as an attraction for tourists to explore the village as the stereotypical view of villages around irrigation channels or rivers. Even though it only consists of a series of Indies and semi-permanent houses, there is at least a nostalgic nuance that visitors from Malang City would like to feel [1].

As a complement to the cultural heritage information used as tourist spots in Kampoeng Heritage Kajoetangan, researchers developed learning media as a means of obtaining educational information needed by tourists, so that they do not only take pictures but gain knowledge about the spots visited, the appearance of the KAMPOENG HERITAGE KAJOETANGAN application that has been developed by researchers as follows:

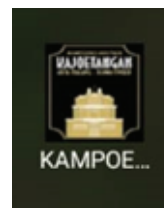


Figure 1: Display of the KAMPOENG HERITAGE KAJOETANGAN Application Icon on Android (2020)

The appearance of this application icon on the android screen is made an image of the Namsin House, which is one of the houses in Kampoeng Heritage Kajoetangan which is located near the entrance. This view was chosen to make it easier for users to recognize the application because it is the iconic logo of this village. Below the logo image is the words Kampoeng Heritage Kajoetangan which is the name of the village. Icons are created to represent the actual situation because icons are something that performs a function as a marker that is similar to the shape of the object [6].

On the front page of this application, there is a title that reads “Historical Tourism” visualized using the Vladimir Script font and in yellow, while the words “KAMPOENG HERITAGE KAJOETANGAN” is visualized in Haettenschweiler font and is orange and has the largest size compared to other writings to provide the impression is a point of interest, while the words “MALANG” are visualized in Haettenschweiler font and



Figure 2: Front Page View on Application (2020)

blue color. The colors used in the visualization on this front page tend towards yellow, orange, and green, these colors in color theory symbolize the impression of enthusiasm and warmth [7], which considers the needs of users, namely tourists when traveling in Kampong Heritage Kajoetangan which has wide area after that reading this application information will still be interested and excited. Font shapes are also visualized to give an old or colonial impression. A field of science that studies the ins and outs of letters, which has two functions, namely as an aesthetic function and a communication function, as an aesthetic function, typography is used to support the appearance of a message to make it look attractive, whereas as a communication function typography is used to convey messages (information) in the form of the text clearly and precisely [3]. Another complementary element is a button that leads to the submenu, besides that there is also the Kampong Heritage Kajoetangan logo and the Um logo accompanied by the words LP2M, which are the supporting parties who have participated in developing this application. These parts are visualized so that tourists know about the application development team.

The next submenu visualization has a submenu displaying several information titles in the form of language, knowledge, organizational systems, living equipment, religion, economy, and art in which when clicked there is a detailed explanation, the visualization can be described as follows:

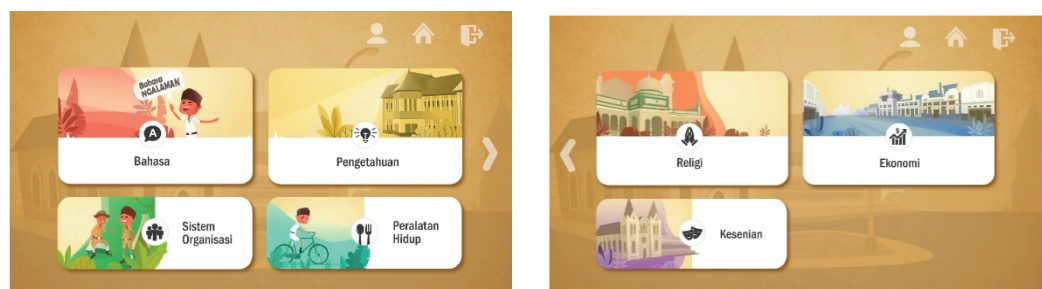


Figure 3: Display of Sub Menu in Application (2020)



Figure 4: Detail Information Display (2020)

The visualization of the application is made very interesting and dynamic to make it easier for tourists to read and understand it, so each visualization is equipped with illustrations with cartoon illustrations depicting the culture in Kampoeng Heritage Kajoetangan during the colonial period, both the atmosphere, the clothes of the cartoon characters and the buildings. In general, it can be said that visual communication designs that are not accompanied by illustrations tend to be monotonous, less informative, less fun, and do not have an eye-catcher element [4]. Overall, the font used is comic sans ms, Comic Sans MS is a sans serif script typeface designed by Vincent Connare and released in 1994 by Microsoft Corporation. Its casual feel is inspired by the lettering found in comic books and was originally used in informal documents and materials aimed at children.

The colors presented in this application are as whole retro colors because they can give a colonial impression and can bring up memories of the past. The colors chosen include red, blue, yellow, green, purple combined with the dominance of brown, these colors in color theory symbolize appreciation, enthusiasm, optimism, coolness, and warmth (Wicaksono: 2013). Apart from illustrations, musical sounds and songs are also included which have an important role in the application. The submenu displayed in this application is easy to use because it is user friendly. Besides, this application is made in Indonesian so that it will be easily understood by tourists.

4. Conclusions and Suggestions

4.1. Conclusion

The KAMPOENG HERITAGE KAJOETANGAN application as a tourist education medium has succeeded in modernizing the delivery of information about colonial cultural artifacts that were initially visible and became selfie spots, now an interesting and interactive

educational application, both for young and adult tourists who are now technology-based and as a source of learning information.

4.2. Suggestions

In the future, the KAMPOENG HERITAGE KAJOETANGAN application will be used by other researchers with more detailed information and develop into more interactive three-dimensional characters.

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