



Optimization of the Angso Duo Tourism Market Area Based on the Historic Riverfront of the Batanghari River, Jambi City

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Abstract

Angso Duo Market or also known as the Tanah Select Pesako Betuah location is an area that has a long history in the development of the city of Jambi. Angso Duo Market, which is located on the Batanghari River, is one of the development locations for riverside tourist areas which has great potential for development. Many historical events occurred at this location which brought many memories to the people of Jambi. This area has significant historical value as the historic Riverfront Batanghari River site, which has witnessed the cultural and social development of the surrounding community. This research aims to identify and design an optimization strategy for the Angso Duo Tourism Market Area based on the historical heritage of the Batanghari River Riverfront which produces design aspects of the waterfront tourist area which are the basis for determining the design approach, namely the Collective Memory and Sense approaches. of Place (Meaning of Place). Based on the research results, several optimization strategies are recommended, including Historical Heritage Conservation, Preserving and maintaining historical sites around the Batanghari River Riverfront to maintain the authenticity and historical value of the area. Infrastructure Development, Improving regional infrastructure, including road access, parking areas, and other public facilities, to increase visitor comfort. Development of tourist facilities, building tourist facilities and facilities that support visitor activities, such as children's play areas, places to eat, and places to rest. Environmental Management, Developing a sustainable environmental management plan to preserve the Batanghari River and its surroundings. By implementing this strategy, it is hoped that the Angso Duo Tourism Market Area can become an attractive and sustainable tourist destination, providing economic and social benefits for the local community, as well as preserving the history and environment of the Batanghari River.

Keywords:

Angso Duo Market, History, Tourism, Memories.

Introduction

The city of Jambi has an area of historical value as one of the forerunners of community activity centers. However, as time goes by and the incessant development of urban areas, this area is often neglected and loses its identity. Likewise, what happened in Jambi City. Geographically, Jambi City is divided into two, namely Jambi City and Jambi Seberang which are divided by the Batanghari River.

The Batanghari River has an important role in the formation of the city. The Batanghari River also has an important role in the history of the city's formation, both as a transportation route and as a trade route. This is also supported by the area



on the banks of the Batanghari River. If you look at the settlement patterns of the people of Jambi, many people lived in the area on the banks of the Batanghari River. Apart from that, a vital location in the Batang Hari riverside area is the Tanah Select Pesako Betuah location, or what is often known to the public as the Angso Duo Market location. For the people of Jambi, Angso Duo Market is not only a place for buying, and selling transactions, but more than that, Angso Duo Market is also a symbol of pride for the people of Jambi, a symbol of struggle, and is also the beginning of the formation of Jambi City.

Angso Duo Market has experienced many changes over time, both in the form of name changes and changes in the shape of the market itself. Current conditions: Angso Duo Market has been relocated and the old market has been razed to the ground. Many historical events occurred at this location, considering the very long historical background of the location, the design of a historical and cultural tourist destination in the form of designing the Angso Duo Tourism Market area based on the historic riverfront can bring back memories of the location. The design is directed at Angso Duo Tourist Market as a regional tourism core, public space, and educational space for the public about the history of this location, and also Batanghari River tourism. This is also stated in Jambi City Regional Regulation no. 9 of 2013 concerning RT and RW of Jambi City for 2013-2033, article 25 which states that the market sub-district is included in the Batanghari River tourist transportation development plan. The same thing is also explained in the Jambi Province Regional Regulation No. 7 of 2018 concerning the 2016-2031 Provincial Tourism Master Plan, article 11 paragraph 4, which states that the Batanghari River bank area, especially locations in the market subdistrict, is included in the provincial tourism development area plan. Apart from that, efforts to preserve Jambi Malay culture are also a priority in developing a new destination in Jambi province, as stated in Jambi provincial regulation no. 7 of 2013.

The historic riverfront design process is a conceptual concept that talks about overlapping layers of history by not repeating the past but creating something new, but still present in traces of the past which is outlined in the form of market tourist destinations in the riverfront area. Therefore, this design will use the concept of collective memory and sense of place which is defined as an emotional connection between people and places. The arrangement of physical elements, activities and meanings associated with a place contributes to creating a spirit of place or power of place.

Literature review

Sense of Place Sense of place

is a non-physical force that is able to give an impression of a place (Garnham, 1984). The design and planning process, which combines the views of genius loci, and spirit of place, is closely related to urban preservation and revitalization. Creating a sense of place can be done through a combination of three components, namely: physical features (physical setting), activities (activity), and meaning (punter, 1991). These components are described as follows:



1. Physical features (physical setting), including townscape, building layout, permeability, landscape, and furniture.

- 2. Activities, including land use, pedestrian flow, behavior patterns, sounds and smells, and traffic flow.
- 3. Meaning, including legibility, cultural associations, perceived function, attractiveness, and qualitative assessment. The meaning component is an experience felt in an environment.

Collective Memory

Halbwachs (1992) defines collective memory not as a socially constructed idea about the past, but rather a socially shared idea, namely the way a group conceptualizes the past in the present.

The role of collective memory in architecture and cities was explained by Aldo Rossi, an Italian architect and designer (1931-1997). He mentions that the city is the locus of the collective memory of its people and like memory it is associated with objects and places. The dominant image of the city is depicted from the locus's relationship with the citizens which will become part of its memory, flowing through history and shaping it. Collective memory participates in the actual transformation of space, therefore collective memory becomes the guideline of the entire complex urban structure. In short, it can be said that collective memory can shape a city and provide identity and meaning to its citizens. (Rossi, 1984).

Boyer (1994) in his book "The City of Collective Memory" mentions in several narratives how to create collective memory in contemporary cities. This also serves as a guideline in this design approach which is divided into several aspects, including the following:

- 1. History: Symbol, Reinvent Traditional, Style, Existing Monument, Underlying message, Capture some popular fantasy, Archetypal form, Traditional Pattern, Legacy.
- 2. Activities, Events: Social Activities, Cultural Activities, Public Interaction, Liveability, More Inclusive Open, Share Spaces, Symbolic Actions.
- 3. Personal Image Value: Fiction, Detail, Façade, Proportion, Exposure, Imagination, Visual Allusion, Visual Imagery.
- 4. Place Environment: Built Environment, Natural Environment, Analogy, Geometric, Material Forms. Meaning Public art & sign, Reflection, Representational meaning, Spatial Structure, Illusionary to the real, Readily Apparent, Recapture a mood of grandeur, importance, heroism, and action.

Research methods

Collection Method

Data The research method used in this research is qualitative. According to Moleong (2011:6) that qualitative research is research that intends to understand phenomena about what is experienced by research subjects, for example, perpetrators, perceptions, motivations, actions, etc. holistically and using of descriptions in the form of words and language, in a special natural context and by utilizing | 3 various natural methods. This method is used to obtain room sample data that is ideal for practicum for information systems students. The collected data



will then be analyzed and conclusions drawn so that the layout of the practicum room for the information systems study program is revealed.

Data analysis method

The data that has been collected is then analyzed to formulate a design. Data analysis was carried out in this research in the process of formulating activities and determining the functions that will be provided, including the People's Market, Culinary Market, Crafts Market, Tourist Pier, Public Open Space, Visitor Center, as well as additional Resort facilities.

Results and Discussion General Description of the Design Location

The location is in the Angso Duo Market area which is located in the center of Jambi City, 8.3 km from Sultan Thaha Jambi airport. The location is on the edge of the Batanghari River, has a land area of ±110,090 m2 (11 Ha) with the following area boundaries:

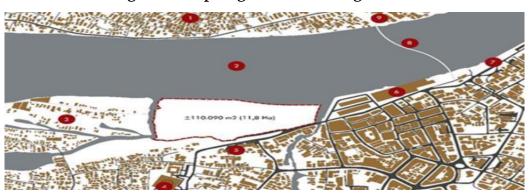


Figure 1. Map Region Market Angso Duos

North : River BatanghariSouth : Shophouse Shop long

• West : Village Legok

• East : Wiltop Trade Center (WTC)

This area is in the center of Jambi city and a strategic area of the city, located adjacent West Bridge Gentala Arasyi And is on the edge of the Batang Hari River. Access you can get to this area via route land And track river. By Because That building This area can be used as a central place gathering, public space, interaction between citizens city.

Region Surrounded by a number of object city tour. Within a 1 km radius there are many Tourist attractions are the Thousand Pillars Mosque, Museum People's Struggle, Dutch Water Tower, WTC Jambi, Gentala Arasyi Bridge, Tanggo Rajo, Museum Gentala Arasyi, House Rock Megrim Kemang, Village Arabic/Village Jambi Opposite, the Rajo House is now built Jambi's typical batik craft place. Drawn over Far Again Also there is Complex EnshrinementMuaro Jambi And Complex House Custom Jambi Province which can be accessed via route river. Therefore the buildings in the area This can be used as a tourist destinationAnd gate going to place tour other around Good accessed through land nor accessed through track river.



Program Room And Activity

Program Activity

Step First Which done on planning This is share activity visitors in 3 categories, including:

A. Shopping, shopping activities here are divided into two, namely shopping for necessities main And shopping For need addition. Activity shopping For Primary needs are categorized into zones commodity traditional Which support daily needs such as food, whereas activity shopping For additional needs are categorized in zone commodity modern like clothes, craft, jewelry and Also electronic.

Figure 2. Program Room Region Market Tour Angso Duos

Resort Bintang 3 Kamar					Pasar Angso Duo		100	
	Standar room	24 m2	Privat	30 Unit	Jenis Ruang	Nama Ruang	Besaran Ruang (m)	Zona
	Deluxe room	48 m2	Privat	8 Unit	Kerja	Toko	4x10, 4x12	Publik
Fasilitas	Lobby	16 m2 Publik 0,4 m2 /	10.5%	Kios unit standar	2x3, 4x4, 4x6	Publik		
	penerima			kamar		Los	2x3	Publik
	Lobby utama	28 m2	Publik	0,7 m2/		Kios unit besar	20x24	Publik
	100000000000000000000000000000000000000	W. 200	100000000000000000000000000000000000000	kamar	Penyimpunas	Gudang barang	4x2	Servis
	Lounge	16 m2	Publik-	0,4 m2 /	0.0000000000000000000000000000000000000	Loading dock	2,5x6	Servis
	- Control	500,000	1 - 1 - 1	kamar	Pengelola	R. kepala pegawai	8x8	Privat
	Dining room	HxH	Publik			R. organisasi pasar	8x8	Privat
	Coffee shop,	4x8	Publik		Servis	Toilet	8x8	Servis
	bar					Keamanan	4x4	Privat
	Restoran	HxB	Publik		Sirkulasi	Lebar sirkulasi	1,8 m - 2,5m	Servis
	Store	2x3	Publik		3000	Castron Court		
	R. Karaoke	3x3	Publik .					
	R. gym	8x8	Publik		120			
	Kolam Resang	12x30	Publik		Ruang terbuka			
Pengelola	R. pegawai	4x4	Privat		Piaza	Plaza Utama	4800 m2	Publi
	R. administrasi	4x4	Privat			Plaza Pasar	2800 m2	Publi
Servis	Dapur umum	8x8	Servis			Plaza Kuliner	2800 m2	Publi
	R. Logistik	6x8	Servis			Plaza di tepian	2000 m2	Publi
	R.	fix8	Servis		300000000000	sungai		20000
	Perlengkapan	517755			Parkir		Total Lunsan	
	Gudang	8x8	Servis		Parkir Pasar	Parkir Motor	1 x 2 m	
Transportasi	Lift		Servis			Parkir mobil	2,5x5 m	
	Tangga		Servis			Parkir truk	3x10 m	
	Eskalator		Servis			Drop area	4x30 m	
Sirkulasi	Lebar sirkulasi	2,1m-2,8m	Servis		Parkir Resort	Parkir mobil	2,5x5 m	
		- 10.0 V. S.				Drop lobby resort	3×30 m	

Figure 3. Connection Room Region Market Angso Duos

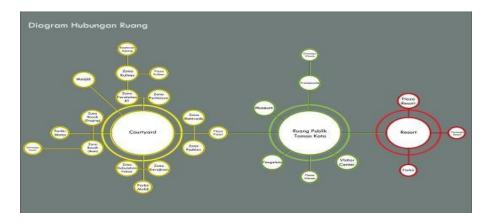
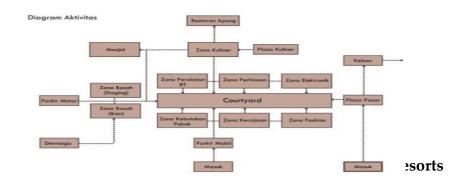


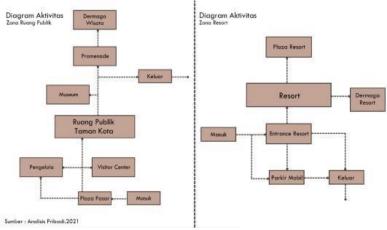
Figure 4. Diagram Activity Market



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Figure 5. Diagram Activity Room Public And Resorts



- B. Tour, activity tour here is activity new Which presented Because see the potential of the existing area at location strategic city. Activity Which done like socialize in room public, relax on the edge river, visit museum, visit And climb up boat tour, culinary typical Jambi.
- C. Stay, this activity is an activity supporters, activities to stay here too is a new activity that is being presented Because see from potency footprint Which located at the tourist gate and also radius 3 There are still very few accommodation facilities Which own location Which strategic. Activity lodging at location No violates RTRW area This.

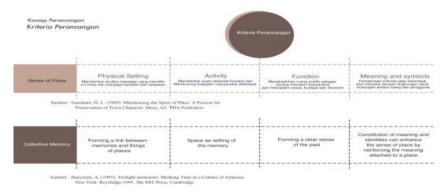
Program Room

Room Which presented onplanning is translation from activity Which done at location. Diversity function/activity Which different obtained from analysis study results and also aims to increase mark area. Area roomobtained from precedent studies and observationsfacility kind. Spaces Which created Then connected based on circulation each user. Connection room here it is Which will become base preparation zoning on the site.

Placement room based on proximity of space functions, resulting in zoning in area No make confusion moment visitors enter the area. Each zoning tied by function room middle.

Criteria Planning

Figure 6. Theory Senses of Place And Collective Memory

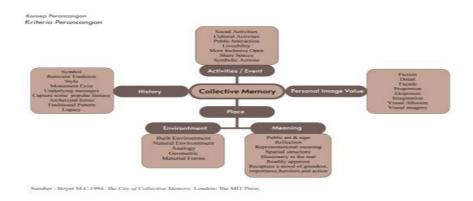


Criteria planning is results studies from various sources from the sense of theory place And collective memory. second theory the own similarity in criteria planning, but theory collective memory more detailed explain aspect Which neededin turning on history of location.



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Figure 7. Theory Collective Memory Boyer



So that collective memory made theorymain Which will become tolls in turn on Senses of place. Boyer in his book "The City of Collective Memories" mention How create Collectivememory in the contemporary city. That tooas well as being a guide in the approach planning This, Collective memory the divided into 4 main aspects, including: History, Place (Environment & Meaning), Personal Image Value, Activities/Events. like Which explained in a way simple as following:

Draft Planning

Development area tour Market Angso Duos aim For turn onreturn memory about history location And lift treasure culture local so that has become a new destination in Jambi City. One of The method is strengthen characteristics Which found in local culture and historical fragments Which happen at location. Slogan Which offeredfor the Angso Duo Market tourist area is "reviving the memory of historic places". By Because That, theme Which lifted is the experience of space in a vital location that comes from the past, until its actualization in the future now. Where atmosphere area like call return memory period past with build attachment man with river.

Vision area This is derivative from the themes explained previously, namely, "The Angso Duo Market area is a destination tour edge river Which Empower pull Andcharacter." Where presence vision new area This expected capable becomestimulus economy, especially For local residents who stay in this area.

Draft Zoning

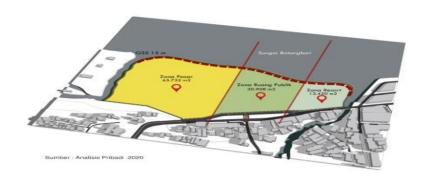
The design begins by creating an imaginary axisin the footprint Which at a time share zonebased on function, including:

- 1. Zone Market placed at the endbecause market is building Which dominant in location, although placement zone market is at at the end, but it doesn't close view from the direction of Jl. Raden Pamuk. Market existence Also made symbol from struggle and alsoSpirit public Jambi.
- 2. Zone Resorts own view most Good For see to River Batangharinor see to bridge Gentala 'arashi. The placement of the resort zone is aimed at to bring the memory of a residential feelthe past of the location, how the community is Formerly stay at location And fringe river.
- 3. Zone room public expressed in function of green space, museum and also



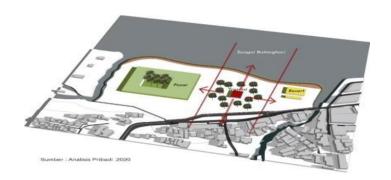
visitorscenter Which placed in the middle area Which at a time made park city. Expression the is translation from memory forest Which inside it found Sitimang And Alsosijimat, Which moment This made symbol area Jambi City.

Figure 8. Draft Zoning



Draft Period Building

Figure 9. Time Concept Building

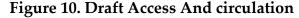


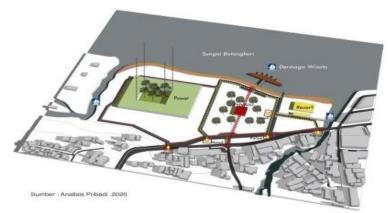
The basic formation of each function presented form formation base rectangle long. Election formation simple so that planning building Still in corridor architecture Malay Jambi And No become too contrasting with the surrounding visuals. Areas In the middle of the market, a hole was made and used as spacegreen, which departs from market memory long.

Zone room public apply drafttransition and analogy, transition from land to river and markets to resorts. The analogy of the forest in the middle middle area become oasis in the middle dense area around the location. relate with the memory of the forest there is a Jambi proverb which says "ado jungle ado bungo, ado bungo ado dewo" Which own meaning of reaching out from access to market orfacilities other.



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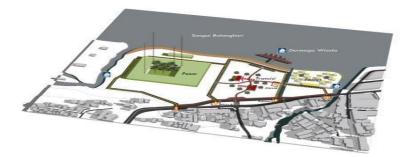
Circulation pedestrian in area middle areais response to pattern circulation city, track pedestrian analogized like canal from Jl. MH Thamrin. That's the time There is in the middle area broken down into two functions, namely visitor center and Also museum and gallery.

existence forest own blessing Which very great. Memory kingdom jambi Which have residential settlements translated into the function of a resort with mass formation compound with system cluster.

Draft Access And Circulation

Convenience And clarity access become priority in area This, so that No give rise to confusion from visitors. Circulation made simple but still can.

Figure 11. Draft Access And circulation



Placement function the in analogize like invention si buckle And si amulet in the middle forest, capture some popularfantasy the make pedestrian foot like feel How culture And heirloom Jambi found. Matter This translated into the visitor center function And museum gallery.

Draft Pattern Period

Zone market shared become two commodity that is commodity modern And Also commodity traditional. Zone traditional like zone basic needs, zone wet and also zone household appliances. Culinary zone directed approach river And supported by restaurant floating, so that become attractions And awakens memories of the Kajang Lako ship That Alone. Zone modern Which form zone souvenirs, fashion zone, electronic zone and zone jewellery. Zone commodity modern placed in the area Which more neutral And close to public open space, this zone matters including zone dry so that No have an effect on the zone in which it occurs zone public.



Figure 12. Draft Pattern Period



The tourist dock area is placed in the zone public. areas museum And visitors center placed in the middle of a public space. Matter This is translation from narrative found it Sitimang And simum in the middle forest, then the narrative is made as if if visitors enter the deep forest matter This is park city And find building Which Can tell direct memory from location that is visitors center And museum.

Draft Parking

Figure 13 . Draft Parking



Pockets parking made For support each function. Need parking customized with capacity. Accessservice placed in areas Which easy access all over part from market as well as separate from visitor access. Resort parking specialized For visitors resorts And separated by market parking or space open public.

Draft Landscapes And Room Public

Figure 14. Draft Character Visual



Natural elements are developed in form the unification of landscape and architecture that becomes One composition Which not inseparable. Park city will become expression main landscape For symbolizes prosperity natural as source livelihood, so that market romance which translates as beginning development



Jambi return felt with the development of the Angso Duo Tourism MarketThis. Presence return dock intended For awaken memory transportation river and become a new tourist attraction in the city Jambi.

Draft Character Visual





Symber : Analisis Pribadi 2021

Character visual inspired fromjourney history at location, lift the return of Jambi's Malay architecture is expected Can return turn on Spirit and struggle society Jambi. Composition form market respond from structure morphology form And room city that is architecture stage And expose structure applied to the Angso Duo Market building, as well as the return of the central room elementon the site. Use of motifs and ornaments on facade building become Wrong One attractions aesthetics on building market. Utilise units sell designed with make merchandise into attractions visual. The use of Jambi songket motifs and batik Jambi on a number of part wall Andfloor pattern in building Market Angso Duos.

Figure 16. Blockplan





Figure 17. Looks Region



Process planning form from market see form pattern base (Archetypal form) from architecture Malay Jambi Which formrectangle. See the function it contains is a market which is a public building, so expression slowdown on architecture presented. Architecture without wall Also making the incoming air flow also increasebetter. The design of this market building tooinspired by the architecture of the Kajang Lako house, where the architecture makes an analogy boat which is also told (illusionary to thereal) king Jambi find location Thisuse boat Awning Lake with a number of group boat Which rowed using bamboo. The end of the roof is made crossing which is called cutting jerambah or fold the awning.

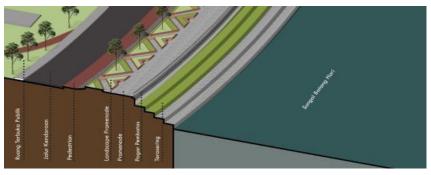
Figure 18. Looks like the market



Figure 19. Piece Perspective Market



Figure 20 . Piece Promenade





Besides That memory room middle(courtyard) presented return (reinvent traditional), where this memory was loston the design of the new Angso Duo Market. Planning room middle with expression room green remind return (visual allusion) How public Jambi, before There is his building market public selling merchandise on a stone table And roof tree. Besides That Also Formake the market space obtain air Good from the trees.

Effort For turn on returnthe river section is intended so that the river does not Again become part from behind area, but river become part from footprint. Create patterns inspired by folding patterns awning (Traditional Pattern) Which Then arranged along area.



Figure 21 . Perspective Promenade

Plant Which presented Also return atmosphere era Formerly, Whichalong area decorated by planttree betel nut. Plant betel nut returnpresented as symbol (symbol) fromcommodity superior Jambi, Which exportbetel nut go out country. Besides tree betel nut, tree palms too presented in area This.

Areas promenade Also supported by facility restaurant buoyant Which expressed in form boat awning lake For remember return memory life The people of Jambi used to live at home raft. Boat This made stay And No moved, For presenting memorymany boats used to dock at the location This. Good from era kingdom until on colonial era colonial.

Plaza main market use motif Jambi's typical batik is the angso duo motif, for create image visual (visual imagery) Andmake it easy for visitors to recognize (readily apparent) moment visit area This. Proportion from roof plazas main made more tall from building Which other For symbolizes or representation (representational meaning) from Spirit majesty And heroism Jambi formerly.



Figure 22 . Perspective Plaza



The market arcade area features trees and plant, this suggests impression visual (visual allusion) And Also analogy (analogy) How public Jambi formerly selling merchandise under the tree. The image of the tree in the middle of the building returns presented, so that distance between building visitors feel uninhibited solid and rigid building. aside from that areas arcade supported by circulation Which lament.

Figure 23. Perspective Arcade



Areas side building presented patternwebbing traditional (traditional pattern) form an analogy of bungo tanjung which is identical to Masinding area of Jambi traditional houses, at the endeach hallway arcade. Matter This Also as well as being a monument (monument exists) on building That yourself.

Figure 24 . Perspective Motive Facade



Around building planted tree shade, So impression hot And dirty on market changed with There is many trees (visual imagery) Middle area building (courtyard) Also planted trees to restore again (reinvent traditional) memory of the middle room There is in Market Angso duo, planting tree shade in the middle



market Also hinting at the message (underlying message) if natural guarded so natural will give blessing to man.

Figure 25 . Perspective Room Middle



Areas in building (interiors) made voids to provide additional light to the spacewhich is below it. Based onon commodity Which will for sale, so that easy recognized (readily apparent) these commodities. Between buildings connected by circulation form bridge, so that visitors moment will visitcommodity Which other still is at circulated Which lament.

Figure 26. Perspective Interiors



Memories of residential areas and Also palace king (capture some popular history), translated into the function resorts. Form from the building taken from the shape of the house raft (visual allusion and visual imagery) which formerly Once There is along area This. Resorts supported by dock special Foraccommodate visitors.

Figure 27 . Perspective Resorts



The central area of the area was brought back symbols forest in matter This translated into the expression of a city park, a representation of The forest is also a good transition area from resorts to market or land/city to river. Circulation in the park city made moredynamic, so that visitors Can freely access areas This.



Figure 28. Perspective Room Public



Conclusion

Application criteria For turn on collective memory Also Can support the emergence of a sense of place, the presence of memory into the area expected Can reviving the identity of the region and can present regional spirit Which can be inherited generation afterwards.

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