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# TOWNSCAPE

HERITAGE SITE REVITALIZATION



URBAN AND HUMAN SETTLEMENT LABORATORY  
DEPARTMENT OF ARCHITECTURE  
FACULTY OF ENGINEERING  
MERDEKA MALANG UNIVERSITY

## **TOWNSCAPE: HERITAGE SITE REVITALIZATION**

This book is the result of collaboration between the Department of Architecture, Faculty of Engineering, Merdeka University of Malang, and the School of Architecture and Built Environment, UCSI University, Malaysia. Both institutions have created an academic atmosphere through this collaboration, especially in developing scientific study programs.



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## CHAPTER 13

# DEMONSTRATING SUCCESSFUL COMMUNITY-LED INITIATIVES IN TOWNSCAPE PRESERVATION ON THE *KAYUTANGAN* HERITAGE VILLAGE DEVELOPMENT

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### A. Introduction

**T**ownscape preservation faces challenges from modern development that often neglects historical and cultural values. Community-based initiatives offer effective alternatives for maintaining urban identity in historically significant areas.

*Kayutangan* Heritage Village in Malang City exemplifies successful community involvement in cultural heritage maintenance (Haddad and Fakhoury, 2016).

*Kayutangan* Village, rich in colonial architecture and historical significance, has encountered severe challenges due to rampant modernization, resulting in the loss of historical buildings and environmental degradation. However, community-driven preservation initiatives have emerged, positioning *Kayutangan* Heritage Village as a model for urban landscape preservation in Indonesia. Initiatives in *Kayutangan* Village emphasize the conservation of physical structures and the revitalization of cultural and social values. Local residents collaborate with stakeholders to establish sustainable preservation programs, independently organizing educational tours, cultural festivals, and mini-museums, thereby demonstrating a strong sense of cultural ownership.

The initiative's success is attributed to a participatory approach involving all community members in planning and decision-making processes. This inclusive strategy fosters a sense of community and ensures that outcomes align with local needs, highlighting that urban landscape preservation can begin with grassroots efforts rather than solely relying on government intervention. Beyond cultural preservation, the *Kayutangan* initiative also yields significant economic benefits by promoting the area as a history-based tourist destination, creating opportunities in homestays, traditional cuisine, and handicrafts. This underscores that cultural heritage preservation can simultaneously honor the past while fostering a sustainable economic future.

The case study of *Kayutangan* Heritage Village illustrates that community-based urban landscape preservation is both effective and inclusive. By empowering local communities, preservation becomes a collective responsibility that provides long-term advantages, war-



ranging a deeper exploration of *Kayutangan* Village's successful implementation and the transferable lessons for other regions in Indonesia.

## **B. Lessons from *Kayutangan* Heritage Village**

The village of *Kayutangan* in Malang City possesses a historical legacy that traces back to the Dutch colonial period. In the early 20th century, it emerged as a significant administrative and commercial hub due to its central location. The Dutch established numerous colonial-style infrastructures, such as Art Deco residences, government edifices, and churches, which remain extant. Several locales in Malang City were recognized as elite quarters for Dutch officials and the upper echelons during colonial rule.

Post-independence, *Kayutangan* retained its status as a pivotal area within Malang City. Colonial edifices continue to serve diverse functions, including residential, commercial, and office spaces. The integration of local residents fostered a distinctive amalgamation of indigenous culture and colonial heritage. Consequently, *Kayutangan* evolved into a nucleus of economic and cultural vitality, replete with bustling shops, cafes, hotels, and offices. This era solidified *Kayutangan*'s identity as a historically significant locale.

Currently, *Kayutangan* is undergoing development as a heritage tourism site in Malang City. Collaborative efforts between the government and local communities aim to uphold the historical significance of the area through revitalization and tourism initiatives. The *Kayutangan* Heritage Kampong has emerged as a tourist destination, providing historical and cultural insights for visitors. Tourists can immerse themselves in the historical ambiance via old structures, murals, and various cultural activities orchestrated by the local populace, rendering *Kayutangan* both a historical site and a vibrant modern community.

*Kayutangan* Village is centrally located in Malang City along Basuki Rahmat Street, providing accessibility to numerous public amenities. Situated in the temperate Malang highlands, this area boasts a unique urban character while preserving its historical essence (Fig. 12.1). The population density in *Kayutangan* is considerable, comprising individuals from diverse backgrounds, including native Malang residents and immigrants engaged in work or trade. Additionally, various small and medium enterprises thrive in this locality, bolstering the regional economy. The influx of tourists drawn to its heritage attractions significantly influences the social and economic dynamics of the village.



Figure 12.1 The location of *Kayutangan* Heritage Kampong is close to the *Kayutangan* CBD area, Malang City.

Source: Google Earth, December 2023

Successful community-led initiatives in townscape preservation often integrate various strategies that empower local residents and enhance cultural heritage. For instance, heritage trail revitalization projects allow communities to restore historic walking paths, fostering a sense of ownership, and attract tourism, which can stimulate local economic growth. Additionally, historic building restoration efforts, driven by community engagement, help maintain the archi-

tectural character of towns, ensuring that culturally significant structures are preserved for future generations.



Figure 12.2 One of the entrance gates to the *Kayutangan* tourist kampong area.  
Source: author's collection, 2019

Community engagement in urban planning is crucial, as it ensures that local needs are addressed, leading to more sustainable and inclusive development. Furthermore, crowdfunding initiatives provide alternative funding sources for preservation projects, raising awareness and building community involvement. Sustainable tourism development can generate income while protecting the town's character, demonstrating a balanced approach to economic growth and cultural preservation. These interconnected strategies highlight the effectiveness of community-led efforts in preserving townscapes (Figure 12.2).

The *Kayutangan* Village community shows its creativity in making the residential area more attractive and worth visiting with various unique ideas that highlight local cultural values. One of the initiatives is to decorate the walls and narrow alleys with murals themed on the history and life of the *Kayutangan* community in the past, which

strengthens the nostalgic atmosphere for visitors. They also create vintage-themed photo corners and open up space for local artists to create, thus adding to the visual appeal of this area. In addition, residents set up traditional stalls offering typical Malang cuisine, enriching tourists' experience in getting to know the local culture. Through mutual cooperation, the community is also active in organizing cultural tours and handicraft training, making *Kayutangan* Village not only aesthetically attractive but also providing an educational and interactive experience for visitors.



**Figure 12.3.** The situation in the alley, which is a form of concern from local residents to maintain the *Kayutangan* kampong area is interesting and in collaboration with the company.

Source: author's collection, 2019

The *Kayutangan* Village community shows their creativity in creating attractive gathering spaces in the middle of the settlement, so that this area is not only a place to live, but also a comfortable social interaction space. For the communal seating area, residents use local materials such as wood, bamboo, and natural stone, which are then arranged to form unique benches in the corners of the village. They decorate this area with hanging plants, colorful murals, and decora-

tive elements typical of *Kayutangan*, creating an aesthetic and friendly atmosphere for visitors (Fig. 12.3).



**Figure 12.4** Appreciation of Kampong residents by providing bench facilities and including artistic elements.

Source: author's collection, 2019

This communal seating area is not only used as a resting space, but also as a meeting and discussion point for community activities or a place for tourists to enjoy the heritage atmosphere (Figure 12.5). In addition to the gathering space, residents also provide a special area for children to play safely and enjoyably. This playroom has a double function: Apart from being an entertainment area for children, it is also a gathering place for parents who can supervise their children while interacting with other residents. The presence of this play and gathering space reflects the spirit of mutual cooperation and creativity of the community in creating an environment that is inclusive, safe, and rich in local cultural values (Figure 12.6).

Residents living in *Kayutangan* Village play an important role in maintaining environmental cleanliness, especially since the area has become a popular heritage tourism destination. Awareness of the im-

portance of a clean environment has made residents active in routine cleaning activities, such as working together to clean streets, alleys, and public places around the village. They provide separate trash bins for organic and non-organic waste on various street corners, so that visitors are also educated in maintaining cleanliness. In addition, residents often hold regular clean-up activities, especially on weekends, as an effort to keep the area comfortable and attractive to tourists.



**Figure 12.5** Availability of seating for residents to socialize  
Source: author's collection, 2019

Residents also act as environmental “guardians” by reminding visitors to throw trash in the right place and maintain order while traveling. They often decorate trash bins with creative decorations that contain messages about the importance of maintaining cleanliness, thus attracting visitors’ attention and making them more aware of environmental cleanliness. In addition, several residents have initiated waste recycling programs that can be processed into products with economic value, such as handicrafts or compost for plants.

Through these efforts, residents not only keep the village clean, but also show that they are part of the environmental solution and sustainable preservation of heritage areas.



Figure 12.6 Children gather on seats that are the result of the community's creativity

Source: author's collection, 2019

*Kayutangan* Village residents also play an active role in maintaining the cleanliness of the river that flows around their area, with the awareness that a clean river is not only beneficial for the environment but also adds to the beauty of the heritage area. They routinely carry out river clean-up actions, both individually and through mutual cooperation activities. In this activity, residents clean up garbage that has settled in the river and remove wild plants that interfere with the flow of water. Residents' awareness to keep the river clean is not only to create a healthy environment but also to maintain the aesthetic appeal of the area, considering that a clean and well-maintained river will enhance the tourism experience in *Kayutangan* Village. In addition, *Kayutangan* Village residents also innovate in maintaining the river by building a simple filtering system that can catch garbage

before it enters the river flow. They also place warning signs and appeals around the river containing messages about the importance of maintaining clean water. To raise awareness, residents even provide education to children and the younger generation about the important role of rivers in the ecosystem and the dangers of littering. With these independent efforts, residents play a major role in creating a clean and healthy river environment, as well as demonstrating their commitment to preserving the heritage area more comprehensively and sustainably (Figure 12.7, 12.8 and 12.9).



Figure 12.7 The condition of the river in the *Kayutangan* kampong is kept clean. (Source: field survey, 2024)



Figure 12.8 The situation at the back of the house, which is on the riverbank, is kept clean (Source: Field survey, 2024)

Historical sites such as the graves of important figures in *Kayutangan* Village have significant value that needs to be preserved because they reflect invaluable historical and cultural heritage. The graves of these important figures are not only their final resting place, but also as silent witnesses to the historical journey of the area. Their existence provides a direct view of those who have played a role in shaping local history and identity. By preserving these historical sites, the community not only honors the services of their ancestors, but also ensures that future generations can see and understand their cultural

heritage and struggles. Preserving the graves of important figures also provides added value to the development of heritage tourism in *Kayutangan* Village. These sites can be an attraction for tourists who want to learn more about local history through the stories of the figures buried there.



**Figure 12.9** Residents with their awareness of environmental cleanliness do it without being ordered  
Source: author's collection, 2019

By preserving and caring for these graves, the community and area managers can make them part of a cultural tour or educational activity, which provides historical insight and enriches the tourism experience. Good maintenance of these historical sites shows the community's commitment to preserving their ancestral heritage, as well as ensuring that the heritage village remains alive and relevant as a reflection of the identity and cultural values of the local community (Figure 12.10).



**Figure 12.10** A historical site in the form of the tomb of “mbah Honggo” which is a shrine for the *Kayutangan* heritage village.  
Source: author’s collection, 2019

The small market selling daily necessities in the *Kayutangan* Village area not only meets the basic needs of residents but also becomes a vital space for socializing and strengthening relationships between residents. The existence of this market makes it easy for residents to get basic goods at affordable prices without having to go far, thus strengthening local economic independence. In addition, this small market is also a place for residents to gather and exchange information, making it a center for social interaction that strengthens community ties. Outside visitors are also interested in experiencing the authentic local market atmosphere, so this market contributes to the local economic cycle through the purchase of local products. In this way, this small market has a dual role, namely as an economic driver and a center of social life in the heritage area of *Kayutangan* Village (Figure 12.11).



**Figure 12.11** The small market in the Northern of *Kayutangan* kampong as an economic activity in that area.

Source: Field survey, 2024

The existence of cafes and businesses (small shops) in *Kayutangan* Village that maintain the colonial-style house design is very important to maintain the heritage impression of this area. These cafes are deliberately designed by adopting colonial architecture and decoration, such as the use of wood materials, classic ornaments, and vintage furniture, so that the atmosphere of the past is still strongly felt. This not only attracts tourists who want to experience an authentic nuance but also plays a role in preserving and introducing local history visually and atmospherically. In addition, these businesses support the local economy by providing jobs and increasing the flow of tourist visits. By combining commercial functions and historical value, cafes and businesses in *Kayutangan* Village contribute to maintaining the heritage image of the area, making it a unique tourist destination rich in historical value (Figure 12.12 and 12.13).



Figure 12.12. A small cafe with a colonial-era village house as its background. (Source: Field survey, 2024)



Figure 12.13. A small shop on the corner of the street with colonial style decorations from the creativity of the residents. (Source: Field survey, 2024)

The role of the community in improving the economy of the *Kayutangan* heritage area in Malang City is very significant, especially through various creative initiatives that promote local cultural values. Local communities play a major role in organizing various economic activities, such as traditional markets, culinary stalls, and handicrafts that attract tourists. With these efforts, local incomes increase, while visitors gain authentic experiences that enrich their visits to *Kayutangan*. Through community support, the local economy develops sustainably, making *Kayutangan* a heritage area that not only has historical value but also promising economic potential.

On the other hand, the creativity of the community in managing and decorating the *Kayutangan* area is also a major factor that makes this place special. Local residents create creative spaces such as murals, unique seating, and children's play areas, which not only beautify the area but also provide opportunities for tourists to interact with local culture. This creativity encourages the community to continue to innovate and increase the attractiveness of the area so that more

tourists are interested in visiting and getting involved in local activities. These creative efforts show that local people have a high appreciation for cultural and historical heritage, which they manifest in the form of artwork and spatial planning that can be enjoyed by everyone.

In addition, active community participation in maintaining the heritage area shows a high awareness of the importance of preserving historical values. Mutual cooperation in cleaning the environment, maintaining historical sites, and maintaining the cleanliness of the river is concrete evidence that residents not only use the heritage area as an economic source but also feel responsible for preserving it. This participation not only improves the quality of life of the community, but also strengthens *Kayutangan*'s image as a heritage tourism destination that is managed independently and sustainably. Thus, the synergy between the role of the economy, creativity, appreciation, and community participation has succeeded in creating a *Kayutangan* heritage area that is developing while maintaining existing cultural values.

### C. Closing Remarks and Conclusions

The role of the community in maintaining heritage areas such as *Kayutangan* and the surrounding villages is very important, especially in improving the local economy and maintaining the authenticity of existing cultural values. The active participation of residents in cultural preservation activities and the creative economy in this area have had a positive impact, both on the development of heritage tourism and the welfare of the community itself. Various community initiatives such as culinary businesses, handicrafts, and mural art not only enrich the appeal of the area but also create jobs and additional sources of income for the local community. Thus, the awareness and

concern of residents towards the sustainability of heritage areas greatly determine the development of the community's economy and the reputation of the city's heritage tourism.

On the other hand, the role of the city government is very important in providing regulations that support the preservation of the *Kayutangan* heritage area and its surroundings. Through strict policies and regulations, the government can protect this area from the negative impacts of excessive modernization, such as inappropriate infrastructure development or environmental pollution. The government also plays a role in revitalizing the area, ensuring adequate public facilities, and maintaining the authenticity of buildings and historical sites in the heritage area. In addition, training programs and support for small and medium enterprises can be provided by the government to strengthen the economy of communities that depend on this heritage tourism. The synergy between the government and the community creates a stable ecosystem that can support the sustainability of heritage areas.

The participation of residents in maintaining heritage areas so that they remain well-maintained as tourist destinations is very important, because they are the ones who interact directly with tourists every day. By being involved in maintaining cleanliness, managing historical sites, and providing education about local cultural values, residents indirectly help maintain the quality of the tourism experience for visitors. The existence of a community of residents who care about the cleanliness and beauty of the environment also gives a positive impression to tourists so that they feel comfortable and are encouraged to return. Thus, good collaboration between the community, government, and tourism sector is the main key to maintaining heritage areas as valuable assets that are beneficial to the local economy and the city's culture as a whole.



# TOWNSCAPE

## HERITAGE SITE REVITALIZATION

This book results from the collaboration between the Department of Architecture, Faculty of Engineering, Merdeka University of Malang, and the School of Architecture and Built Environment, UCSI University, Malaysia. Both institutions have created an academic atmosphere through this collaboration, especially in developing scientific study programs. The Urban and Human Settlement Laboratory, Department of Architecture, Faculty of Engineering, Merdeka Malang University, initiated this chapter project. The twenty six authors, with diverse scientific expertise and experience, collaborated to produce this book. This compilation of manuscripts is expected to be an academic source and source of inspiration for practitioners, policymakers, and the wider community involved in preserving historic environments. Revitalization of Urban Heritage Areas is intended to provide a reference for the broader community on the understanding and implementing urban area revitalization within the framework of cultural heritage. Revitalizing historic areas is an integrated initiative that aligns respect for historical heritage with the demands of current and future communities while still paying attention to the heritage of urban heritage areas. Amidst the rapid pace of urbanization, cultural heritage areas face increasing vulnerability to degradation, neglect, or potential damage. Conversely, protecting historic places can be a driving force for sustainable economic, social, and cultural progress. This book systematically responds to these challenges, offering a framework for preserving and revitalizing the intrinsic and extrinsic values of the City. This work is expected to be an essential reference for individuals involved in conservation efforts, including academic research and practical applications. We express our most profound appreciation to the authors for their outstanding contributions and to all individuals who have facilitated the publication of this book. We hope that this book will generate significant benefits and act as a catalyst for preserving historic urban landscapes. We wish you an intellectually enriching reading experience, and let us work together to protect our cultural heritage for the benefit of future generations.



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