

Communication Strategy of Culture Service to Promote Heritage of Historical Buildings from Medan City

Elok Perwirawati, Prietsawenny Riris T. Simamora

Faculty of Social and Political Sciences, Universitas Darma Agung, Medan, Indonesia
elokperwirawati@yahoo.com, wenny.debataraja@gmail.com

ABSTRACT

This study aims to determine how the communication strategy of the cultural department of Medan city to promote the heritage buildings. The benefits of this study are to increase the author's experience through the research conducted and to provide information to those who pay attention to cultural heritage and handling. This study used a qualitative descriptive method which authors collected data via interviews and observation, literature study and documentation. The study conducted at the Department of Culture in Medan, and the primary data collecting by observation, interviews and the secondary data obtained within the study of literature, books and also internet sites that have relevance to the object of this study. The results showed that the communication strategy of Cultural Department in Medan City to promote the heritage of historical buildings is effective. Cultural heritage promotion activities were taking place from the determination of the target audience, preparation of an appropriate message, delivery methods, and the selection of suitable media, so the message conveys appropriately to the audience targeted.

Keywords: Communication, Strategy, Promote, Building, Heritage, Historical.

1. INTRODUCTION

Indonesia has cultural diversity with hundreds of tribes spread all over Indonesia, individually or as a united Indonesian nation. Cultural diversity has a significant interest that can utilize by managing various tourism based on cultural heritage resources. Differences in the culture of society with each other in the future will cause the people's desire to know each other's culture among them. One effort to introduce the culture inherent in society is to promote their cultural heritage.

Cultural tourism is necessary the type of tourism offers cultures in the form of cultural attractions that have tangible or abstract values as well as living culture and cultural heritage as a significant attraction. Various cultural heritages from the Prehistoric period, Hindu, Buddhism, Islam, and Colonial is a cultural-based attraction and attraction that can attract tourists both local and foreign.

As the provincial capital of North Sumatra and the third largest city in Indonesia, Medan is a perfect combination of several tribes and cultures because in this city there are several tribes such as Java, Aceh, Padang, Melayu, Mandailing, Nias, Karo and Batak who live together in harmony. Likewise the descendants of China and India who have settled in this city since the Dutch era, causing the city to become wealthier with its multiethnic culture. All ethnicities carry the value of their respective cultural heritage, ranging from

customs, regional dances, food types, custom clothing and local languages respectively.

This cultural diversity will support the cultural-based tourism market program in Medan, North Sumatra. Heritage-based tourism sector can be an alternative to income for the region as well as for foreign exchange. In the city of Medan, there are many historic buildings such as old buildings and also Dutch heritage buildings that have history should preserve as a cultural heritage in the city of Medan.

Cultural heritage is a material object of cultural heritage, Heritage Buildings, Cultural heritage structures and cultural heritage areas that need to be preserved because it has significant value for history, science, education, religion, and culture through the process of determination. Currently, old buildings and historic buildings of Dutch colonial legacy has been much changed, in unloading either partially or entirely or left unkept. In the case of the building is a work of architectural heritage designated as a protected cultural heritage. In the provisions of Law no 19 of 2002 and Law no 5 of 1992 which regulates the cultural heritage.

According to the regulation no 2 of 1988 there are as many as 42 historic buildings that have entered into the cultural heritage of the city of Medan. Cultural Heritage should be preserved and promoted because it is the image and land Mark from the existence of the town of Medan from the past until now. And this is the

background of the problem in this research is "How is the cultural communication strategy of the city of Medan to promote the cultural heritage in the city of Medan." With the hope of being enhanced together so that cultural heritage can preserving so that future generations can get to know the history of the past and of course still involve the community to protect, exploit and promote cultural heritage.

2. LITERATURE REVIEW

2.1 Communication Strategy

In this study, researchers used the concept of a communications strategy as the primary concept that where there are criteria of a communication strategy. The communications strategy is essentially planning and management to achieve a goal and to achieve these objectives, the communication strategy should be able to show how tactical operations should be carried out, within the meaning of that approach may differ from time to time depending on the circumstances (Effendy, 2003: 84).

Furthermore, Arifin (1984: 59) states there are four essential factors to be considered in setting up communication strategies, namely:

- a. Know the audience. The audience is active so that between communicators with communicant not only a mutual relationship but also the interplay
- b. Compose the message, which was to determine the theme and the material. The primary requirement in influencing audiences of these messages can arouse the attention of the audience to the messages conveyed.
- c. Establish the method of delivery, in which case delivery method, which can be viewed from two aspects namely: by way of its implementation and in the form of content. By way of implementation, can be manifested in two forms, methods of redundancy (repetition) and canalizing. Redundancy method is the way it affects the audience by repeating the message on the audience. Canalizing methods affect the audience to accept the message, then gradually change the attitudes and thought patterns towards what we want. Meanwhile, according to the form it was known by the methods of informative, persuasive, educative and cursive. An informative method is more aimed at the minds of audiences and made in the form of a statement such as information, news, and so on. Method of persuasion, i.e., influencing audiences by persuading. In this case, the audience excited both the mind and feelings.

Educational methods, to provide information to the audience an idea based on the facts, opinions, and experiences able to accounted for regarding truth with deliberate, organized and planned by changing human behavior with the purpose desired direction. Cursive method, influencing audiences with the force without giving an opportunity to accept the ideas expressed and manifested in the form of regulations, intimidation and usually stand behind a formidable force. Opinions and experiences able to accounted for regarding truth with deliberate, organized and planned by changing human behavior with the purpose desired direction. Cursive method, influencing audiences with the force without giving an opportunity to accept the ideas expressed and manifested in the form of regulations, intimidation and usually stand behind a formidable force. Opinions and experiences able to accounted for regarding truth with deliberate, organized and planned by changing human behavior with the purpose desired direction. Cursive method, influencing audiences with the force without giving an opportunity to accept the ideas expressed and manifested in the form of regulations, intimidation and usually stand behind a formidable force.

- d. Selected media communication. We can choose one or a combination of several media, depending on the objectives to be achieved, the message and the techniques used, because each has its weaknesses as a tool.

2.2 Promotion

Promotion is a critical element of the activities that tried to arouse public awareness to do something that is expected by the communicator, particularly in this study concerning informing the cultural heritage of the city of Medan. Promotion of the efforts undertaken by the communicator to deliver news about the product by way of communicating with the audience (audience) that are to persuade (Kasali, 2001).

According to Terence A. Shimp (2000: 7), Promotion has five functions are essential for a company/institution. The fifth function described as follows:

- a. Provide information. Promotion making consumers aware of the new products, educate them about the features and benefits of the brand, as well as facilitating the creation of the image of a company that produces products or services.
- b. Persuade. Media promotion or good ads will be able to persuade customers to try the products and services offered.

- c. Remind. Ads keep the company's brand remains fresh in the minds of consumers.
- d. Added value. There are three fundamental ways in which companies can provide added value for their tenders, innovation, quality improvement, or change consumer perceptions.
- e. Accompanying other efforts of the company. Advertising is one of the promotional tools. The promotion helped sales representative. Advertising oversees the process of selling the company's products and provide a valuable introduction to the salesperson before making personal contact with prospective customers.

2.3 Cultural heritage

Culture derived from "Sanskrit" that "buddhayah" which is the plural of buddhi (mind or intellect) defined as matters relating to copyright, taste, and imagination of man (Koentjaraningrat, 1990: 81). Meanwhile, according to Edward Burnett Tylor (2005: 4), states that culture is a complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society.

The cultural heritage is a term that has undergone a change in meaning, cultural shift in a far different sense in recent decades. The cultural heritage initially focused only on the buildings, monuments, or objects of ancestral heritage (ancestors) humankind and the real (tangible). It is starting to shift, which was not all form of tangible cultural heritage.

In the 1990s the change in the concept of cultural heritage that is the intangible cultural heritage (intangible). In 2001, UNESCO conducted a survey involving various countries and international organizations to reach an agreement on the scope of the World Intangible Cultural Heritage and inaugurated in 2003 in the form of Conventions, namely Convention for the Safeguarding of the Intangible Cultural Heritage.

The cultural heritage divided into two:

1. Tangible Cultural Heritage is a cultural heritage object or physical intangible, the UNESCO document in 1972 on the World Cultural Heritage, heritage embodied in a concrete form, mainly buildings and historic sites. The tangible cultural heritage classified into two types:

- a. Immovable cultural heritage. Cultural Heritage is not moving generally in the open consists of sites, historical places, land and water landscapes, ancient buildings and/or historical, figurines hero.

- b. Movable heritage culture. Heritage move usually were in the room and consisted of: objects of cultural heritage, works of art, archives, documents and photographs, printed paper,

audiovisual form of tapes, videos, films and including items produced by cultural groups such as traditional clothing, equipment (such as beads, water vessel), etc.

2. Intangible Cultural Heritage passed down from generation to generation and continuously, recreated by communities and groups in response to their environment, their interaction with nature and their history. No objects of cultural heritage include songs, myths, beliefs, superstitions, oral poetry, performing arts, rituals and various forms of traditional knowledge such as knowledge of ethnobotany.

3. RESEARCH METHOD

This research method is a qualitative descriptive. The qualitative research aims to understand the phenomenon of what is experienced by the subject of the study such as behavior, perception, motivation, action and more holistic and by way of description in the form of words and language, in a specific context naturally by using various methods natural (Moleong, 2011: 6). The descriptive understanding study by Sugiyono is a method used to describe or analyze the results of the study, but it is not used to make broader conclusions (2009: 21). In this study, the informant is a government agency that manages the cultural heritage in the city of Medan, in this case, is the Department of Culture of the city of Medan. Data collected by in-depth interview to the informant.

4. RESULTS ANALYSIS

4.1 Heritage Buildings in Medan

There is several heritages cultural heritage that is both tangible objects or physical cultural (tangible) which to this day is still there and intact. This cultural heritage has its historical value of his time. Regulation No. 6 of 1988 says there are at least 42 cultural heritage in the city of Medan which has been recognized by the city of Medan that is forty individual buildings and two recognized historic district. Two of the region is the area of Market Center and Ahmad Yani. But of 42 heritage of cultural heritage, 5 new buildings that are recognized by the Ministry of Tourism are:

1. Masjid Raya Al-Mashun.

Masjid al -Mashun Field which is located in the heart of precisely on Jalan Sisingamangaraja, although he was nearly 100 years or a century, but the building and various ornaments still intact and unbroken. Deli Malay Islamic kingdom heritage is still a pride of Muslims Medan and North Sumatra and even become one of the

unique history of Islam in Sumatra and the Malay community in Malaysia. The mosque as the identity of the city of Medan is not just the usual historical antique buildings, but also store unique from architectural style, building form, domes, towers, central pillar until calligraphy ornaments that adorn every part of this old building. The mosque designed with a mix of architectural styles Middle East, India and Europe of the 18th century. It is one of the relics Ma'moen Sultan Al Rashid Perkasa Alam - the ruler of the 9th Royal Malay Deli in power from 1873 to 1924. Masjid Raya Al Mashun built in 1906 on an area of 18,000 square meters, can accommodate about 1,500 worshipers and is used the first time on Friday, 25 Sha'ban 1329 AH (10 September 1909).

2. *Tjong A Fie Mansion*

Tjong A Fie is the history cannot be separated from the city of Medan. The multicultural character that many contributed to building Medan. Tjong A Fie was born in Guangdong province, Maizen district, in the village of Sukaou, China, in 1860 the last. He came to Medan from Meixian, Guangdong, in 1875. Tjong A Fie is an ancient Chinese-style building built in 1900, located on the street location Ahmad Yani (Kesawan). He was the first millionaire in Sumatra, whose name is very well known until now even though he died in 1921. He success thanks to the efforts and good relations with the Sultan of Deli, and the rulers' Dutch tobacco plantation. Until now, the house still owned by families Tjong A Fie.

3. *Maimun Palace.*

Maimun Palace located in the Village of Aur, District of Medan Maimun, Medan, North Sumatra. The palace was built in 1888 by Sultan Al Rashid Perkasa Alam Ma'moen who ruled from 1873 to 1924. In the past, Maimun Palace is not only the center of government of the Sultanate of Deli but also as a center of Malay customs and culture, places for deliberation between communities and centers of Islamic propaganda. Malay architecture Maimun Palace, and patterned Europe. He became a symbol of progress and economic prosperity, and cultural pluralism in the reign of the Deli Sultanate.

4. *Plantation Museum Indonesia*

The museum is located at Jalan Brigjend Katamso No. 53, Medan. Was inaugurated on December 10, 2016, on the initiative of national farm leaders are Soedjai Kartasmita stating that Indonesia should have a museum that discusses

plantation. The museum used an old building named Dutch colonial heritage building AVROS. This AVROS stands for the General Vereeniging van Rubber planters Ooskust van Sumatra and is a rubber plantation East Sumatra organization was founded in 1911.

5. *Masjid Al-Osmani*

Masjid Al-Osmani is the oldest mosque in Medan, North Sumatra, known as Labuhan mosque, because of its location in the district of Medan Labuhan. Masjid Al-Osmani was built in 1854 by King Deli seventh, Sultan Osman Perkasa Alam using a wood material of choice. Then in 1870 to 1872 mosques are made of wood was built to be permanent child Osman Sultan, Sultan Mahmud Perkasa Alam who also became King Deli eighth.

4.2 Communication Strategy of Culture in Promoting Heritage Buildings in Medan

In promoting the cultural heritage in the city of Medan, Department of Culture had some communication strategies, namely:

1. The introduction Audience

The first thing made by the Department of Culture in the communication strategy is to do with the introduction of heritage buildings to the target audience. The audience was subjected to the preservation and promotion of cultural heritage buildings are the general public who has a desire to learn about the heritage buildings that have a high historical value complete with thriving cultural issues therein. One of the targeted audience of travelers of culture is mainly foreign tourists who prefer to learn, Know the culture more deeply, and they were not just for recreation and as an object of photography.

2. Compilation messages

In arrange message, the Cultural Office of Medan suits a target audience for example where tourists tend to look for objects of cultural heritage unique with the philosophy of history that is thick. The message conveyed is also informative for prospective foreign tourists are interested to know and learn more so that they will soon visit the city of Medan.

3. Assign Submission Methods

Department of Culture in field use different methods in conveying the message. The first method used is an educational method, which the Department of Culture of Medan always provide proper information disclosure for local people and tourists. Each policy will be announced through the media and also in synergy with the Department of Communications and Information

Technology as well as other cultural institutions are accountable. One way is to hold a workshop on historic buildings in Medan that invite speakers from the Center for Historical Studies and Social Sciences UNIMED, Community Observer Cultural Heritage and also invite students as young people to learn more about the historical heritage buildings in Medan city. The second method is by using repetition.

4. Electoral Media

One determining the success of a communication strategy is the selection of appropriate media as a channel to deliver the message. This media is particularly useful in the delivery of the messages carried by the Department of Culture in promoting the cultural heritage in Medan city. It takes the ability to create new and unique creations that can be attached to messages so the purpose of reaching more target audience can be reached optimally. As used some mass media is print media such as tabloids, newspapers, etc., and then through online media and electronic media like television. In addition to the mass media, the Department of Culture also used the outdoor media medium-sized open installed in places such as billboards and banners.

5. CONCLUSION

This research can draw the following conclusion: (1) The communication strategy in the field of Culture city to promote cultural heritage is effective. The cultural heritage promotion activities were running smoothly by engaging audiences/ communities directly and through the media. (2). Cultural heritage promotion activities undertaken by the Office of Medan city culture ranging from providing information and come to the assistance in the promotion of heritage involvement activities will strengthen the understanding of cultural heritage audiences/communities about the cultural

heritage. Suggestion. Suggested Medan City Department of Culture preferably, further enhance the communication strategy in promoting the cultural heritage of the city of Medan to preserve public is increasingly aware and understanding of the cultural heritage.

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