

Analysis of Kevin Lynch's Theory of City Image (Case Study of The Tanah Abang Area in Jakarta)

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Abstract

Building an image in an area is important to strengthen identity, and as a reference in determining the orientation of the appropriate spatial values. In this study, researchers used a case study approach to explore data as a basis for providing in-depth meaning to the selected cases, namely Kevin Lynch's Theory Analysis of City Image in the Tanah Abang area. The researcher has collected all the found data and described them, related to the five main image formers of the Tanah Abang area which consist of Paths, Edges, Nodest, District, and Landmarks. Researchers can at least describe the description of the Tanah Abang area which has five main access roads as links between the outer areas, found six findings as area boundary markers in the form of a river flow and middle road dividers, there are seven districts divided based on their function, there are four main crossroads meeting points, and four landmarks as symbols that can be perceived about the Tanah Abang area. Broadly speaking, each of the elements of regional image formation has built the image of the Tanah Abang area as an economic area, green recreation, transit location, and a messy location.

Keywords: Analysis, City image, Image forming elements, Tanah Abang.

1. Introduction

Tanah Abang as an area that is part of the city of Central Jakarta is a quite vital area, because Tanah Abang is one of the historical areas and one of the areas with quite high population mobilization in the city of Central Jakarta. Even so, currently the Tanah Abang area is known as a dense area, irregular spatial planning, and one of the sources of high traffic jams in Jakarta. In the midst of rampant development and regional rivatization, as well as the strong influence of globalization in Jakarta, of course it will more or less affect the uniqueness or the image of the area in Tanah Abang itself. (Mangunwijaya, 1998). Kevin Lynch in his theory of city image, explains that awareness of an image of the area can be built through five main elements forming the image of the city, namely paths, edges, districts, nodes, and landmarks.

Tanah Abang itself is a historical area that has a long story, the journey of the formation of the Tanah Abang area has changed several times. According to Abdul Chaer in his book *Tenabang Tempe Doeloe*, previously Tanah Abang was an area that was relatively empty and still thick with trees, the contours of the area (Chaer, 2017). Before the colonial period, the Tanah Abang area was still an area full of swamps, and within the territory of the Pakuan Padjajaran Palace, centered in Bogor (Pasar Jaya, 1982), this can be proven by the discovery of a slate commemorating the founding of the palace by Sri Baduga in 1333 AD. Entering the colonial period of the Dutch East Indies occupation, the Tanah Abang area was included in the territory of the Batavian residency, Tanah Abang at that time was also known as *Weltevreden*, an area owned by the Europeans in rotation. . Originally owned by someone named Anthony Pviljoen, the Tanah Abang area was mostly used for leasing land to ethnic Chinese groups who at that time were ethnic groups of farmers to make it a plantation. The impact of this was that the Tanah Abang area was known as a plantation area. Then the Tanah Abang area moved over its control by Coernelis Shasstelesin in 1697 which later the Tanah Abang area also became an elite residential center for European groups living in Batavia, entered in 1733 the Tanah Abang area was then sold to a wealthy man named Justinus Vinck (Pasar Jaya, 1982), an increasingly crowded

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situation. the establishment of the Tanah Abang market as we know it today. Tanah Abang was also known as a Chinatown in Batavia as a result of the *passenstelsel* and *wijkenstelsel* policies, a policy of the Batavian government as a form of limiting freedom to live and socialize in the Batavia area, the policy came out not long after the Chinese commotion occurred in 1740 (Setiono, 2008)

The researcher considers that the Tanah Abang area is an area that has a certain value historically, in the course of several centuries it has broadly become an area that has a strong image as an economic center producing agricultural and livestock commodities and as an area for elite housing, besides that the Tanah Abang area has also been known as an area of impact of ethnic conflict. In contrast to the current condition of the Tanah Abang area which is a densely built area, tends not to be well organized, and is an area with dense mobility. So thus, the researcher wants to examine how image formation can be built on the current Tanah Abang area, using the analysis of the city image formation theory from Kevin Lynch.

2. Literature Review

2.1. Region

Region is an area that has functional boundaries, which in other terminology are often described more specifically (Pontoh & Setiawan, 2008), Therefore, areas that are limited by limitations based on function or use are referred to as areas. An example is a residential area, in Government Regulation No. 14 of 2016 a residential area is an environment that is outside other areas, such as urban, rural, protected areas, and others. area in Law no. 24/1992 is defined as a geographical spatial unit with all elements related to it, which makes the boundaries of the area determined based on its functional aspects . In a regional planning process, three main theories can be used, namely the first, the ground figure is used to analyze the relationship between open space and the mass of physical buildings to read the pattern or composition of an area. Second, Linkage is an approach through circulation networks of an area as the driving force of an area itself. Third, Place as a tool that analyzes the relationship between a place and its inhabitants, related to the history, social and culture that runs in the area (Roger, 1986). In the spatial arrangement of administrative areas functionally in a city, they may clash due to the dichotomy of regulations at the top and bottom levels, resulting in an irregular spatial layout (Thahir, 2018).

2.2. Tanah Abang

There are several versions of the mention of the Tanah Abang area. First, based on knowledge of the formal way of writing during the Dutch East Indies period, namely De Nabang, the word "Tanah" originates from writing the word "De", and Nabang is a term for a type of tree that grew on a hill in the Tanah Abang area at that time (Nurudin, 2015). In the pronunciation of the native group's vocabulary, De Nabang sounded Tenabang, and finally Tenabang became a term that was considered common for the mention of Denaban, the general term was then corrected again by giving the term Tanah Abang by the Dutch East Indies railroad company in 1890.

In another version of history, the term Tanah Abang is connected with the attack by the troops of the Mataram Kingdom on Batavia City in 1628 to seize Batavia City, which is a port city that has a strategic position in terms of trade. The attack by the troops of the Mataram Kingdom started from the south towards the city of Batavia, an area currently known as Tanah Abang. At the same time, the area was a military base for the Mataram troops, due to the condition of the land in the area having a red color, the troops of the Mataram Kingdom called it "Tanah Abang" (in Javanese) which means Tanah Merah (Pasar Jaya, 1982).

In the final version, the term Tanah Abang is known to be related to the term "brother and sister". In the story, the younger brother wanted to have a house, and asked his older brother, who was called Abang, until in the end the older brother built a house built on land belonging to his brother or his brother, the story became popular until now as Tanah Abang. Of the three existing versions, the second version is the most rational because Tanah Abang, which means red land, received its name from Sultan Agung's troops from the Mataram Kingdom after a futile attack on the city of Batavia and in the 17th century. Tanah Abang at that time it was an area that sold a lot of agricultural products in the Batavia Capital area (Jakarta Post, 27/05/2015).

2.3. Image Formation of a Region

Departing from the theory given by Kevin Lynch about the image of the city, he explained that the image formation of an area and public perception of the area will affect the image of an area itself. Kevin Lynch states that the image can be formed from five main forming elements, namely (1) Paths are the main elements of forming the image of an area. This element covers related access contained in an area or a medium in an area as a path that can be passed by its inhabitants to reach a destination from one place to another, (2) Edges are another image-forming element of an area, a description of the Boundaries of an area. Edges are not included in the dominant image formation element for an area, but this element can be a benchmark for marking the boundaries of an area, (3) Districts, elements that arise due to different descriptions in each area according to their function, usually these elements can describe the division of areas based on the dominant functional aspects in the area, (4) Nodes, is a meeting point between roads, Nodes become an element that is quite important because an element that can influence the decision of a person or group in choosing a destination based on their interests, (5) Landmarks, being the last element in forming the image of an area, this element is considered important and very simple to understand, because usually this element is a symbol or a striking sign of an area, these symbols or signs can usually be assumed in the form of letters on buildings, statues, monuments, monuments, trees, including luxury buildings. The symbol or sign is tied to a meaning, which is produced by history, events, or the social and cultural meaning attached to the symbol. (Lynch, 1960).

In the typology of perception, internal and external factors have interrelated relationships in identifying the image-forming elements of an area that has historical value. (Pettricia, Wardhani, & Antariksa, 2014). In forming the image of an area, in its implementation technically the elements that form the image of the city could have been fulfilled, but principally it was not successful in building the image of an area, as in the results of research on the study of image-forming elements of the city of Bitung it was found that there were several deficiencies in fulfilling the elements that formed the image of the city, so that the image of the city of Bitung was not firmly established in the perceptions of the people of Bitung city. (Wahab, Rondonuwu, & Poluan, 2018)

3. Research Method

Based on the topics taken in this study to explore a deeper meaning or lesson from certain cases, both in the singular and plural, the research was conducted using a qualitative case study approach. Case studies are research that seeks to describe an object to obtain a deep, comprehensive image or meaning (Yunus, 2010). The case study approach has a specialty for emic research, which is the presentation of the subject's view of the thing being studied, a thorough description in accordance with the conditions experienced by its readers in everyday life, as an effective means of liaison between researchers and informants, and is open to assessing the context related to the meaning of the phenomenon under study (Mulyana, 2013).

4. Results and Discussions

4.1. Overview of Tanah Abang Area

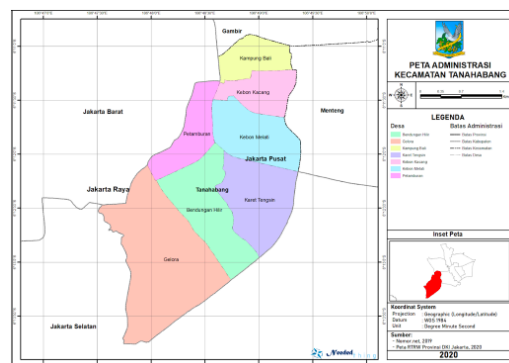


Figure 1. Administrative Map of Tanah Abang

In terms of position in government administration, Tanah Abang is a district-scale area in the Administrative City of Central Jakarta, DKI Jakarta. From a geographical perspective, Tanah Abang sub-district is located at 106° 47' 30" to 106° 49' 23" East Longitude and 6° 10' 53" to 6° 13' 45" South Latitude. Tanah Abang currently has a population of 175,107, of which 88,305 are male and 86,802 are female.

4.2. Paths

According to Kevin Lynch, paths are elements that people can directly feel when crossing the area. Kevin Lynch gives a simple example such as road access that can be passed by both vehicles and pedestrians. Tanah Abang has at least five connecting highways between the Tanah Abang area and areas outside the Tanah Abang area, each of which has provided various alternative access for people who want to enter or leave the Tanah Abang area depending on where or where people want to go. Of the five connecting access roads, there are two direct connecting access roads with the inner-city Toll Road as access that can provide further coverage, the five roads include:

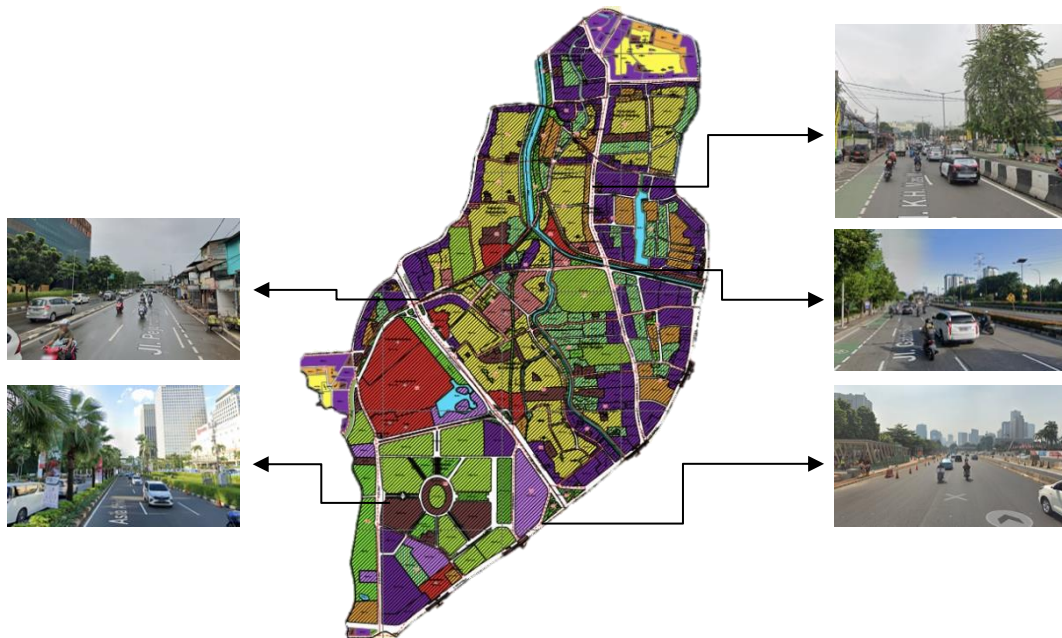


Figure 2. Main Road in Tanah Abang Area

- 1) K.H Mas Masyur Street, the access road has two access points in and out that can connect Tanah Abang with the confinement area in the south, and in harmony to West Jakarta in the north. Conditions on this road access are access for pedestrians, public transportation such as public transportation and city buses. If you enter the Tanah Abang area, the community will be shown a view dominated by shop buildings and small kiosks, and people who use this road usually aim to go to the market area.
- 2) Asia Afrika Street, on this access road there are two access points in and out of the elite area in Tanah Abang, Jl Asia Afrika has connected the entry access from the old Kebayoran area with the effective purpose of being a business, sports and government center, connecting the exit access to the Pal Merah and Kebayoran Baru areas. The condition of this entry access can be easily accessed by private vehicle, and on foot, but there are no public facilities such as city buses, but for exit access to the Tanah Abang area, city buses are available. When entering this road access, the public will be shown hotel buildings, shopping, Gelora Bung Karno Stadium (GBK), and central government buildings.
- 3) Jenderal Soedirman Street, the access road actually has two entry and exit points, but those entering the Tanah Abang area are limited to one entry and exit access point, that is, people can enter via the Kebayoran Baru area and be directed out to the Menteng area. This road access can be passed by private vehicles, public

transportation such as city buses and the MRT, and can be passed by pedestrians. Every community that passes through this access will be presented with a large view of the street, wide pedestrian access and visits to the sports center.

- 4) Penjompongan Raya Street, this access road has two access points in and out that connect Tanah Abang with the Palmerah area, and access to the inner-city Toll Road
- 5) Gatot Subroto Street, this access road has two access points in and out, which connect the Tanah Abang area with the Mampang Prapatan area and the Red Pal area. This access road is usually used only for crossings in and out, because this access has limited transit destination centers, there are only a few business buildings, and central government buildings.

4.3. Edges

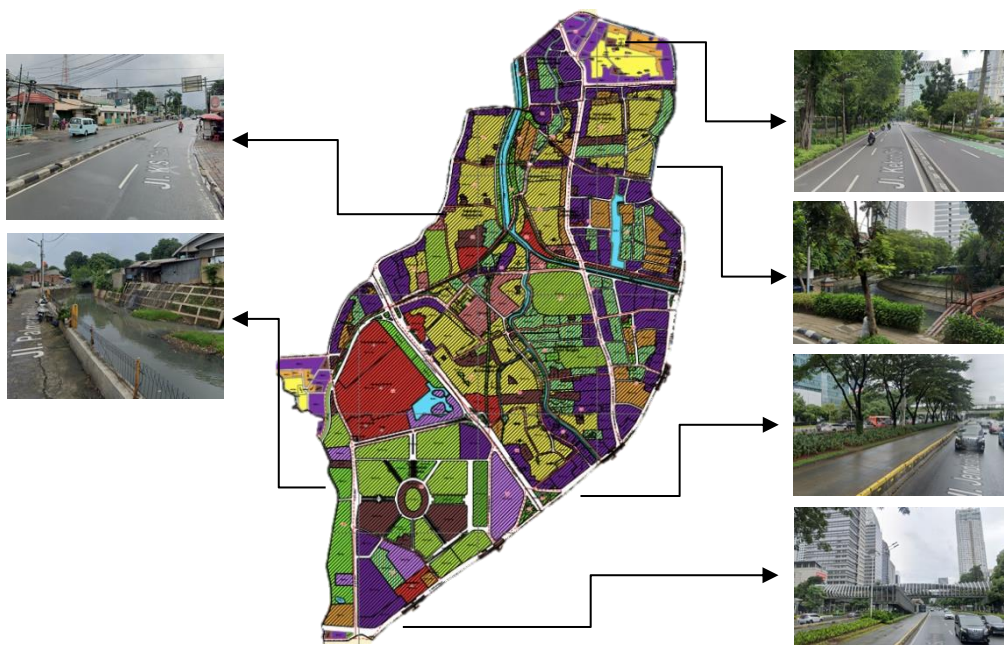


Figure 3. Territorial Boundaries Sign in Tanah Abang Area

In the analysis of the map of the Tanah Abang land area, the border area of the southern region which borders the old Kebayoran area is Kali Grogol and the boundary with the new Kebayoran area is the middle boundary of Jalan Jenderal Soedirman. In the western border area which borders the Red Pal area, it is marked with the KS Tubun road. On the eastern border area that borders the Setia Budi area, namely the middle boundary of Jalan Jenderal Soedirman. In the border area of the northern region which borders the Menteng area, namely the Cideng Channel and the Boundary with the Gambir area, namely Kebon Sirih Street.

4.4. District

According to Kevin Lynch, districts are elements that arise due to different descriptions in each area according to their function, usually these elements can describe the division of areas based on the dominant functional aspects of the area, such as residential areas, businesses, government, and green open spaces.



Figure 4. Zoning Maps in Tanah Abang Area

The Tanah Abang area is divided into at least seven dominant zones, namely the purple colored mark is a map of the distribution of Office and Trade areas, most of which are in the northern and eastern parts of the area. Marked in yellow is a distribution map of the Settlement area which is divided into sub-district equipment, luxury killers, and vertical killers which are dominant in the northern, western, and central areas. The signs in dark green and light green are a map of the distribution of park areas, green roads and green recreation in the center and south, especially in the GBK stadium area. The mark in red is a map of the distribution of government areas that are below the west of the area, namely the DPR/MPR RI government complex. Marks in brown are a map of the distribution of public service areas consisting of health, education, socio-culture, sports, public services and terminal facilities, spread in almost all areas of Tanah Abang. The mark in orange is a mixed area distribution map.

4.5. Nodes

According to Kevin Lynch, the node element is a meeting point between roads. Researchers assess the Tanah Abang area as having five main meeting points because it has become a location that can connect several external accesses with the main access in the Tanah Abang area.

The first meeting point is the Tanah Abang KRL Station, which is the busiest meeting point location in the Tanah Abang area because it is connected to many other areas. The second meeting point is the crossroads in front of Tanah Abang Market, located right in front of building A Tanah Abang Market which provides access options for the public to use the Jl K.H Wahid Hasyim route which has access in and out of the Tanah Abang area with the Setia Budi area, and the Jl K.H Mas Mansyur route which has access in and out through the Menteng, Gambir and Setia Budi areas. The third meeting point is the crossroads located in front of the Jakarta Convention Center (JCC) building, providing access options for the public using the Jl Gatot Subroto route which has access in and out of Tanah Abang through the Pal Merah and Kebayoran Baru areas, as well as Jl Pemuda Gate which has access in and out through the Pal Merah and Kebayoran Lama areas. The fourth meeting point is the crossroads located in front of the Pal Merah Station KRL crossing, providing access options for the public using the Jl Penjompangan Raya line which has access in and out of the central area of the Tanah Abang area, and the Jl Gatot Subroto line which provides access in and out of the western area which is close to the Red Pal area. The fifth meeting point is the crossroads located near Jalan Ciliwung and the Karet KRL Station, providing options for access to and from the area through the central, northern, western and eastern parts of the area.

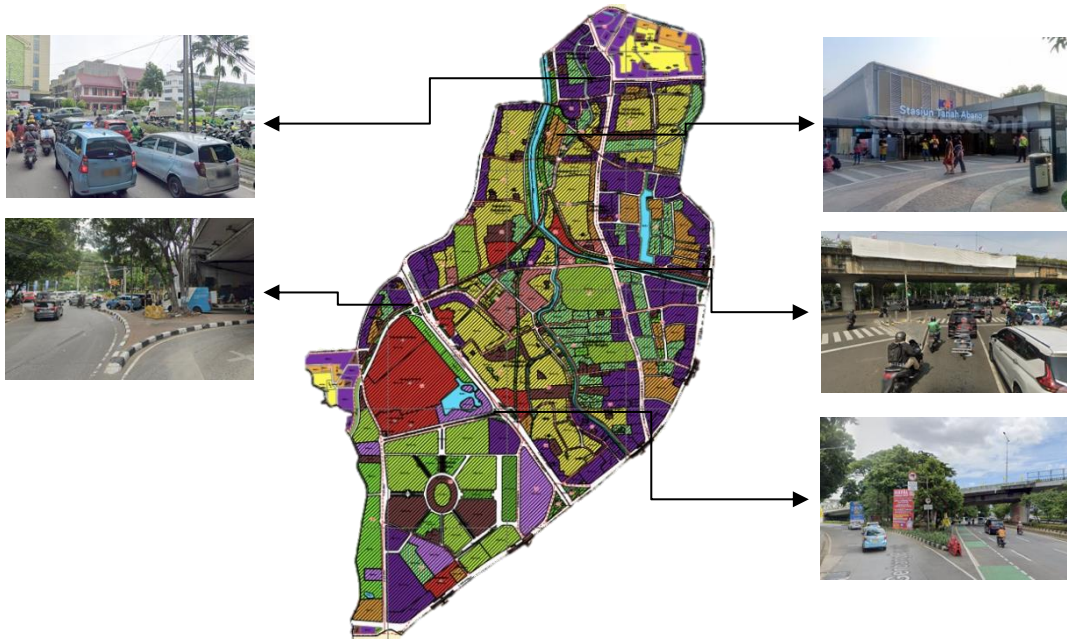


Figure 5. Main Meeting Point in Tanah Abang Area

4.6. Landmark

According to Kevin Lynch, landmarks are important elements and are very simple to understand, because usually these elements are a symbol or a striking sign of an area, these symbols or signs can usually be assumed in the form of letters on buildings, statues, monuments, monuments, trees, including luxury buildings. The symbol or sign is tied to a meaning, which is produced by history, events, or the social and cultural meaning attached to the symbol or sign. Based on the results of a survey filling in the opinion polls of people who routinely carry out activities in the Tanah Abang area, researchers found at least four landmarks that were considered the most identical to the Tanah Abang.



Figure 6. Landmark in Tanah Abang Area

The first being the Graha BNI building located on the border of St. Sudirman, This building has a striking architectural form that makes it easy to remember. The second landmark is the Tanah Abang Market building which is the largest fabric and clothing retail market in Southeast Asia. The Tanah Abang Market building is very synonymous with the Tanah Abang area in public perception, but the image formed from these landmark elements has also built a negative image perception of Tanah Abang, because of its disorderly condition, mainly caused by the failure of the arrangement of street vendors by vendors and the Jakarta government itself (Hasanuddin, 2019). The third landmark is the Gelora Bung Karno Stadium (GBK) building which is the center for green areas, green recreation and sports in the Tanah Abang area, this location is sure to always be crowded on holidays, the GBK Stadium is a historical symbol as the strength of the non-aligned movement as a movement of developing countries which Soekarno wanted to show to developed countries, the construction of which coincided with the construction of other historical buildings and monuments as well (Rizaldy, Syukur, & Humaidi, 2020). The last landmark is the Karet Bivouac Monument Park building, which is a National Hero Cemetery located in the Karet tengsin area, this landmark has high historical value and has quite striking architectural characteristics in the middle of the city area.

5. Conclusion

In analyzing Kevin Lynch's theory of image formation of an area, researchers traced data from the case study of the Tanah Abang area which includes five elements that form the image of an area. Researchers have recorded all findings in the form of physical buildings and community perceptions, in the Paths aspect at least researchers have found five main road accesses that connect the Tanah Abang area with six other areas outside it, in some of these accesses are wide roads with adequate facilities and infrastructure for private vehicles, public transport, and pedestrians to pass. On the aspect of the edge as a boundary marker for the Tanah Abang area, six boundary signs were found which border the six surrounding areas. These signs come in two forms, namely the flow of water in the form of rivers and canals, and road dividers. In the zoning aspect, researchers found at least seven functional areas based on their classification, namely office and trade areas, residential areas, public service areas, green park areas, creative areas, central government areas, and mixed areas. In the node aspect, the researchers found at least four intersection points that became meeting points for residents' activities in the Tanah Abang area, namely the intersection in front of building A Tanah Abang Market, the intersection near the KRL Palmerah Station, the intersection near the JCC Building, and the intersection near the Ciliwung River and Karet Station. In terms of landmarks, researchers found four main symbols that represent people's perceptions of Tanah Abang, namely the Gelora Bung Karno Stadium (GBK) building as a center for green recreation and sports areas, and as a location that has historical value. The Tanah Abang Market Building, as the largest textile market area in Southeast Asia, also gives a negative impression as a crowded and irregular location. Wisma BNI Building, as a luxury office building that has a striking architectural character. Likewise with the TPU Tugu Karet Bivouac which is a National Hero Cemetery that has high historical value.

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