

## **Editor's Comment:**

My editorial decision is to publish as is with minor corrections.

I suggest revised title: "Revitalizing Kesawan, Medan City, North Sumatra, Indonesia: Econometric Case Study."

The article is well-written, most interesting and important. The authors' main conclusions make good common sense to me.

Economically, revitalization has created a multiplier effect, increasing property values, generating employment opportunities in tourism and services, and attracting new business investments.

Abstract.

This study examines the impact of revitalization efforts in the Kesawan area of Medan City on regional development. Utilizing a quantitative approach, data were collected through surveys and interviews with stakeholders, including government officials, entrepreneurs, and local communities. Data analysis was performed using descriptive statistics, validity and reliability tests, and simple linear regression. The findings reveal a positive and significant relationship between revitalization and regional development, with a regression coefficient of 0.152 and a determination coefficient of 91.2%. Key revitalization efforts include infrastructure improvements, the renovation of historical buildings, and the enhancement of public facilities, contributing to economic growth, cultural preservation, and improved quality of life..

### I. INTRODUCTION.

Urban revitalization is a crucial strategy in the context of sustainable regional development, especially in areas with rich historical and cultural value. As cities evolve, the pressures of modernization and urban expansion often threaten the preservation of heritage areas. The Kesawan area in Medan City, Indonesia, is one such location that has undergone significant revitalization to support economic, social, and spatial development. Revitalization initiatives aim to restore historical significance while improving community welfare, urban infrastructure, and tourism appeal. This process aligns with broader goals of sustainable development, cultural preservation, and regional growth. The experience of Kesawan mirrors similar urban renewal efforts seen in other regions, where revitalization becomes a driving force for regional transformation.

Community empowerment plays a vital role in the success of urban revitalization projects.

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### II. Research Methods.

#### Location and Duration of Research.

The Kesawan area also serves as a focal point for regional development through revitalization initiatives involving multiple stakeholders. The research was carried out from January to April 2024, covering preparation, data collection, analysis, and report writing.

#### Type of Research

The research employs a quantitative approach with an associative type. It aims to explore the relationship and influence between two variables: revitalization as the independent variable (X) and regional development as the dependent variable (Y).

#### Primary Data.

Collected through semi-structured interviews and questionnaires completed by respondents

#### Secondary Data.

Obtained from official documents, reports, archives, and relevant literature on area revitalization and regional development.

#### Population.

The population includes all government agency staff in Medan City and traders operating in the Kesawan area, totaling 250 individuals.

#### Geographical and Administrative Context.

Medan City, as an autonomous region, plays a strategic role as a center for governance, trade, and culture. The Kesawan area is a crucial part of Medan's historical development, housing iconic buildings with high architectural and cultural value. Over time, Kesawan has transformed from a thriving trading hub into a revitalization target, aiming to restore its appeal as a city icon.

#### 3. Determination Coefficient ( $R^2$ ).

The  $R^2$  value of 0.910 indicates that 91.2% of the variation in regional development is explained by revitalization efforts, with 8.8% attributed to other factors.

#### Discussion.

Key revitalization efforts in Kesawan, such as infrastructure enhancement, spatial reorganization, and historical building preservation, align with findings from Andini et al. (2021), which noted significant increases in tourism and cultural preservation through similar initiatives in Banten Lama. Additionally, the revitalization of Kesawan has boosted local economic activities, particularly through the growth of micro and small enterprises.

Revitalization also fosters social benefits by engaging local communities in planning and execution. This involvement enhances ownership and responsibility, particularly in managing public facilities such as pedestrian pathways and parking spaces (Rahayu&Santoso, 2014).

#### Conclusions.

This indicates that increased revitalization efforts can effectively promote regional development, encompassing spatial planning, infrastructure enhancement, and economic activities. Furthermore, the determination coefficient of 91.2% highlights the substantial contribution of revitalization to regional development, particularly through the improvement of public facilities, drainage system management, and the preservation of historical buildings.

#### **Editor's Details:**

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