

THE IMPACT OF KESAWAN AREA REVITALIZATION ON REGIONAL DEVELOPMENT IN MEDAN CITY

ABSTRACT

The revitalization of historical areas plays a pivotal role in preserving cultural heritage, enhancing tourism appeal, and driving regional development. 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 (R^2) 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. However, challenges such as utility management, parking issues, and balancing modernization with cultural preservation remain critical concerns. The study concludes that revitalization in the Kesawan area significantly impacts regional development, underscoring its strategic importance in sustainable urban planning. Recommendations include fostering coordination among stakeholders, maintaining historical buildings, and addressing infrastructural challenges to ensure the long-term success of revitalization initiatives.

Keywords: revitalization, regional development, cultural preservation, Kesawan, Medan City.

I. INTRODUCTION

Historical areas are crucial in representing the cultural identity and history of a region. Kesawan, recognized as the oldest Chinatown in Medan City, holds numerous historical landmarks, such as Tjong A Fie Mansion, London Sumatra Building, and Warenhuis, reflecting architectural and cultural diversity (Zainuddin, 2018; Rahmawati, 2022). These landmarks symbolize Medan's evolution from colonial times to the modern era.

However, historical areas often face substantial challenges due to uncontrolled urbanization. Kesawan is no exception, with its physical and spatial quality deteriorating over time, exacerbated by modernization prioritizing economic gains over cultural preservation (Prasetyo, 2020; Sarbanun, 2017). Without strategic interventions, areas like Kesawan risk losing their cultural identity.

Revitalization has emerged as a widely applied solution to restore the function and value of historical areas. This process encompasses physical restoration, social development, and economic enhancement (Zainuddin, 2018; Andini et al., 2021). When implemented effectively, revitalization can make historical areas more attractive to tourists and beneficial for local communities.

The primary goal of revitalization is to increase the appeal of historical areas while preserving their cultural value. This requires involving local communities in planning and execution to create sustainable solutions (Rahmawati, 2022; Kusyadi&Yuniarman, 2017). This approach fosters livable and socially conducive environments, further supporting economic and social activities.

Previous studies underscore the significant impact of revitalization on regional development. For instance, the revitalization of Malioboro in Yogyakarta significantly improved tourist satisfaction, with a 70.2% contribution to travel decisions (Sarbanun, 2017; Prasetyo, 2020). Similarly, revitalization in Banten Lama positively influenced tourist visits and cultural preservation (Andini et al., 2021).

Despite its potential, revitalization in Kesawan faces various challenges, including inadequate infrastructure, disorganized utility systems, and uneven development (Zainuddin, 2018; Kusyadi&Yuniarman, 2017). Moreover, the prioritization of economic value over historical preservation undermines the effectiveness of revitalization efforts.

Legal and regulatory aspects also present significant hurdles. Inconsistent policy implementation often hampers revitalization initiatives in historical areas. While the Ministry of Public Works Regulation No. 18/2010 provides guidelines for revitalization, its practical application remains problematic (Rahmawati, 2022; Kusyadi&Yuniarman, 2017). Addressing these challenges requires a collaborative approach involving government, communities, and private entities.

This study aims to analyze the impact of Kesawan's revitalization on regional development in Medan City. By understanding the relationship between revitalization and regional development, this research provides actionable recommendations for relevant stakeholders (Zainuddin, 2018; Prasetyo, 2020). Furthermore, the findings serve as a reference for future studies on sustainable revitalization efforts.

In summary, Kesawan's revitalization holds significant potential to improve the quality of life for local communities and stimulate economic growth. However, its success hinges on effective coordination among stakeholders and a commitment to preserving the area's cultural heritage (Rahmawati, 2022; Andini et al., 2021). This research contributes to the ongoing discourse on sustainable urban planning and the revitalization of historical areas.

II. Research Methods

Location and Duration of Research

This study was conducted in the Kesawan area of Medan City, specifically located on Jalan Ahmad Yani, Kecamatan Medan Barat. The location was chosen for its historical significance as a center of heritage buildings and as a tourism icon in Medan. 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). The data collected are statistical in nature, analyzed to draw scientific conclusions.

Types and Sources of Data

- **Primary Data**

Collected through semi-structured interviews and questionnaires completed by respondents, including:

- Medan City's Department of Tourism and Culture.
- Department of Water Resources, Highways, and Construction of Medan City.
- Traders and academicians related to area revitalization.

- **Secondary Data**

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

Population and Sample

- **Population**

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

- **Sample**

Sampling was conducted using probability sampling with the Slovin formula, applying a 10% margin of error:

$$n = \frac{N}{(1 + Ne^2)}$$

Where:

N=250N

$e=0.1$ (margin of error).

The calculated sample size is 71 respondents.

Data Collection Techniques

1. Interviews

Semi-structured interviews were conducted using a pre-designed guide, targeting government representatives, business actors, and local residents.

2. Questionnaires

Questionnaires were designed with a Likert scale to measure respondents' perceptions of area revitalization and its influence on regional development. Response options range from:

- 1: Strongly Disagree (STS)
- 2: Disagree (TS)
- 3: Neutral (N)
- 4: Agree (S)
- 5: Strongly Agree (SS)

List 1-Operational Definitions of Research Variables

Variable	Operational Definition	Indicators	Scale
Revitalization (X)	Efforts to enhance the value of the area by redevelopment to improve its functionality.	- Physical revitalization - Economic revitalization - Management revitalization	Likert
Regional Development (Y)	Efforts to improve community welfare through various resources.	- Number of socio-economic facilities - Population - Accessibility of the area	Likert

Validity and Reliability Tests

1. Validity

Test

Conducted using Pearson Product Moment to ensure data collection instruments effectively measure indicators.

2. Reliability

Test

Utilized Cronbach's Alpha (α) to ensure data consistency. A value of $\alpha > 0.6$ indicates reliability.

Data Analysis Technique

Simple linear regression was employed to analyze the relationship and influence between revitalization (X) and regional development (Y).

Regression Equation:

$$Y = a + bX$$

Where:

- Y: Regional development (dependent variable).

- X: Revitalization (independent variable).
- a: Constant.
- b: Regression coefficient

III. Research Results and Discussion

General Overview

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.

Research Results

Descriptive Analysis of Respondents

This study employed descriptive analysis to summarize the data collected from respondents through questionnaires. The demographic characteristics of respondents, including gender, age, education, and occupation, were analyzed to provide a comprehensive understanding of the study sample.

Table 1 . Respondent Demographics

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	31	43.66
	Female	40	56.34
Age	17–25 years	16	22.53
	26–35 years	17	23.94
	36–45 years	38	53.52
Education	Junior High School	14	19.71
	Senior High School	12	16.90
	Diploma	23	32.39
	Bachelor's Degree	22	30.98
Occupation	Civil Servant	20	28.16
	Entrepreneur	25	35.22
	Laborer	12	16.90
	Others	14	19.71

From the 71 respondents, the majority were female (56.34%), predominantly aged 36–45 years (53.52%). Most respondents held a Diploma (32.39%) or Bachelor's

degree (30.98%), with primary occupations being entrepreneurs (35.22%) and civil servants (28.16%).

Instrument Quality Testing

1. Validity Test

All questionnaire items for revitalization and regional development variables were valid, with $R_{hitung} > R_{tabel}$ (0.194).

2. Reliability Test

Cronbach's Alpha values for revitalization (0.737) and regional development (0.726) indicated reliable instruments ($\alpha > 0.6$) ($\alpha > 0.6$).

Hypothesis Testing

1. Correlation

Coefficient

Analysis

A positive relationship between revitalization and regional development was observed, with $r = 0.580$ and $p = 0.000$. This suggests a moderate correlation level.

2. Simple Linear Regression Analysis

Regression analysis indicated a significant positive effect of revitalization on regional development.

Table 2. Simple Linear Regression Analysis

Model	B	Std. Error	t	Sig.
Constant	38.172	0.230	165.709	0.000
Revitalization	0.152	0.006	26.681	0.000

Equation:

$$Y = 38.172 + 0.152X + e$$

Where Y is regional development, X is revitalization, and e is the error term. The regression coefficient of 0.152 indicates that every unit increase in revitalization leads to a 0.152 unit increase in regional development.

3. Determination

Coefficient

(R²)

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

Impact of Kesawan Revitalization on Regional Development

The study findings demonstrate that Kesawan's revitalization significantly impacts Medan City's regional development. The positive regression coefficient (0.152) highlights that revitalization extends beyond physical interventions, acting as a holistic strategy influencing various societal aspects (Soedarsono, 2010).

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).

However, the study identifies key challenges, including disorganized utilities, land acquisition issues, and tensions between modern economic priorities and cultural preservation. Addressing these challenges requires technical, social, and regulatory approaches that are sensitive to the area's unique historical and cultural contexts.

Economically, revitalization has created a multiplier effect, increasing property values, generating employment opportunities in tourism and services, and attracting new business investments. This supports Santoso's (2006) assertion that economic activity is a primary driver of regional development.

While revitalization preserves Kesawan's cultural heritage, pressures from modernization necessitate a balanced approach to ensure both historical conservation and contemporary urban needs.

Conclusions and Recommendations

Conclusions

This study demonstrates that the revitalization of the Kesawan area has a positive and significant impact on regional development in Medan City, with a regression coefficient of 0.152 and a significance value of $p=0.000$. 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.

Recommendations

To ensure the sustainability of revitalization, several measures are recommended:

1. Enhance public facilities tailored to the needs of the community and business operators, ensuring accessibility and functionality.
2. Maintain and preserve historical buildings to safeguard their architectural and cultural integrity.
3. Foster collaboration between the government, business entities, and the community through regular socialization and coordination efforts to achieve integrated revitalization.
4. Implement effective parking management and enforce building function limitations to support smooth operations and activities in the Kesawan area.

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