

Designing Museum and Plaza in Brebes as a City Icon

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Abstract: This research aims to address the lack of facilities supporting arts and culture in Brebes, Central Java, Indonesia, while maximizing its economic and cultural potential. It proposes the design idea of a museum building and a public park as an icon in Brebes Regency, aiming to create an integrated zone for artistic and community economic activities that will enhance the new face of the city. The research methodology involves searching for design ideas by identifying existing problems around the location, which serve as the foundation for designing a building that can accommodate cultural diversity and serve as a space for street vendors within a well-organized zone. Through a contemporary architectural theme inspired by the unique cultural blend of Brebes, the project envisions not only a space for preserving and educating about local culture but also a center for economic activities, ultimately contributing to the socio-economic development of Brebes Regency. The Museum and People's Park serves as a means of development and education of culture and art. It is a solution to the problems that exist, especially for street vendors. The implications of the design concept of the museum building and public park serve as an economic driver for Brebes and will become a new landmark for the city on the northern coast of Java.

Keywords: city icon, design, museum, plaza

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Introduction

Brebes is an area located in Central Java, Indonesia, precisely between the coordinates 108° 41'37.7" - 109° 11'28.92" east longitude and 6° 44'56'5" - 7° 20'51.48 south latitude, and borders directly with West Java Province. Based on its geographical location, Brebes Regency is located on the north coast of Java which is traversed by the main North Coast Road (Jalan Pantai Utara/Pantura) and is adjacent to the cities of Tegal, Pemalang, and Purwokerto (Wahyono & Sariffuddin, 2020).

The geographical location of Brebes on the North Coast Road makes Brebes an area that has potential because it is one of the cities that is often stopped for travelers between cities and provinces. In addition, Brebes Regency has beaches, mountains, and a lot of green land which is also a potential wealth, but its handling and management have not been maximized. Brebes is famous as the city of salted eggs and the city of onions because the main source of income of its people is from the salted egg and onion business.

A frequently visited area for travelers is Brebes Square, because of its strategic location and easy-to-reach, which is precisely on Jalan Pantura and is still in the Brebes local government area. Brebes Square serves as a recreational

area for Brebes residents and migrants who stop by for a stopover while passing through the Pantura Highway. Travelers can enjoy a variety of Brebes culinary specialties along the sidewalk of the square, many street vendors are selling their wares there.

The condition of the square is always crowded, and the presence of street vendors selling in the square area and the Brebes Regional Government, makes the face of this area look untidy, where street vendors are scattered in the square area. This makes the image of the Brebes Regional Government building not look like a government building in general that looks neat and makes the square not function optimally.

In addition to having potential in its economic activities, Brebes Regency also has potential in arts and culture. The geographical condition of Brebes, located on the border between Central Java Province and West Java Province, makes Brebes Regency have cultural assimilation in the two regions, namely Sunda and Java. Even the residents of Brebes Regency use two languages, Sundanese and Javanese.

This uniqueness can be developed and educated to the outside community so that the general public increasingly recognizes the culture and arts of Brebes. Unfortunately, the government has not paid much attention to this potential and there are no facilities to support arts and culture.

The literature study on museum buildings provides an in-depth insight into the role and function of museums in society as well as the architectural design aspects that need to be considered in the construction of museums. The museum not only functions as a place of storage and exhibition of cultural artifacts and art, but also as a center for education, teaching, and preservation of cultural heritage (Akbar, 2010).

Many scholars define what museum is such as Bellmunt (2021), Brown & Mairesse (2018), Folga-Januszewska (2020), Candlin & Larkin (2020), Mairesse (2019), and Walz (2020). According to the International Council of Museums (ICOM, 2007) a museum can be defined as a not-for-profit institution that serves the general public and has a role as a means to educate. Museums are part of a historic and valuable element that has a cultural heritage and can connect people from the past to the present. What is meant by cultural heritage itself is evidence of human civilization that has gone through a social process (Ariwidjaja & Roby, 2013).

Making the museum a public appreciation space means optimizing the role of the museum as a center for the promotion of culture. Therefore, the museum should be a public space that can be utilized by cultural and artistic communities to show their work so that museum visitors can also appreciate it. Some things that can be done are making the museum an inseparable part of the general public (public); building networks with stakeholders and communities outside the museum; exploring the potential of the museum to create cooperation and partnerships with cultural and artistic preservationists; developing museum public programs that are in line with the activities of cultural and artistic preservation communities; and reviving museum public spaces for cultural and artistic preservationists (Purwanti, 2022).

In addition, sustainability is also increasingly becoming a focus in modern museum design. The use of environmentally friendly materials, natural lighting, efficient cooling systems, and the integration of green technology are important aspects in the design of sustainable museum buildings.

One important aspect of the literature review on museum buildings is interior design and space layout. Good interior design plays an important role in creating a satisfying and inspiring visitor experience. Exhibition space, lighting, and visitor navigation are key factors to consider in museum interior design. Museums are important facilities because they have the function of preserving cultural, historical, natural, and human heritage. With public participation, museums provide a variety of experiences for preservation, education, pleasure, recreation, and knowledge (Matitaputy, 2007).

Disability friendly museum design, which provides access for everyone regardless of age, background, or physical ability, is an important factor in creating an inclusive experience for visitors. In addition to being an information center and educational tool, museums are recreational facilities. Thus, museums have many positive benefits and important roles so it is necessary to make museums attractive in the modern era like now so that more and more people visit them. To create an up-to-date museum, it needs to be supported by recreational aspects to make the impression in the learning that occurs more enjoyable (Kafin, 2022).

In addition, the use of technology in museum design is also highlighted in the literature review. The integration of technologies such as augmented reality, virtual reality, and interactive multimedia provides a new dimension to the visitor experience, allowing them to be actively involved in the learning and exploration process. Amidst the current era of modernization, art museums are starting to become more popular again. Many new art museums are now emerging. While museums are usually considered boring and old-fashioned, art museums have a different atmosphere. Many modern art museums offer unique and exciting experiences for visitors. So many young people are interested in visiting art museums. Apart from being able to see beautiful works of art, paintings, and other historical items, visiting a museum or art gallery can also increase knowledge. Frequent visits to art museums can relieve stress, combat loneliness, and make life feel more meaningful (Nike, 2022).

The attraction of art museums lies not only in the collections presented but also in the design of the building. Not only does the exterior design of the museum attract attention, but the interior design is very important for building the image of an art museum. One of the efforts that can be made to make a museum that attracts visitors is to create an up-to-date museum interior. Because the collection is exhibited in the museum room, most of the visitors' activities are carried out in the museum room. Therefore, it is necessary to pay attention to the interior design of a museum to support the successful aspects of an attractive museum. Poor interior design aspects can make visitors confused about the meaning and content of the collections on display so the function of the museum as a means of education does not work.

Museum buildings emphasize the importance of holistic and sustainable design, inclusivity, and accessibility. Equally important is the museum's role in promoting inclusivity and accessibility. Museums must also promote the values of inclusivity and equality, which means that their management must be able to create spatial experiences for visitors. Thus, any visitor can enjoy all the information, including people with disabilities, most museums still do not take into account visitors with disabilities, although there is progress it has not fully accommodated the needs of people with disabilities, the layout of the presentation of information on artifacts should use a multisensory and audiovisual approach as the needs of people with disabilities, as well as the role of museums in education and community empowerment. By paying attention to these aspects, museum development can be more effective in fulfilling social, cultural, and educational goals (Harahap, 2023).

City icons are symbols that reflect a city's unique identity and characteristics. The concept of a city icon highlights elements that distinguish the city from others, such as landmarks, historical buildings, or distinctive cultural attributes. City icons are often used to promote tourism, strengthen local identity, and enhance a city's image. The importance of city icons in branding and promotion has become a key focus for many city governments around the world to build public awareness, increase civic pride, and attract visitors and investment. The acceptance of contemporary urban icons by residents depends on their association with aspects that best represent local identity and their ability to create positive experiences. The results suggest that future urban icons should support local identity and free coexistence between residents rather than visually appealing designs and private spaces (Castillo-Villar, 2016).

An iconic building will give a very new impression to the audience, which may be caused by its height or shape or even its unique location, some cities create icons not only to create revenue but also to attract attention by creating stunning landmarks (Elhagla & Nassar, 2020). Iconic buildings in a city will be a generator of urban development, activity generators can be defined as the main functions located in the area and other city elements that can generate activity in the city's public space. Residential areas in urban areas must have interesting functions and activities to function optimally (Rambe, 2018).

Methodology

The stage of searching for ideas and ideas for designing Museums and People's Parks in Brebes starts from looking for problems that exist around the location, these problems are about socio-cultural conditions and site conditions in Brebes. The existing socio-cultural problem is the lack of knowledge or introduction to the kinds of Brebes culture to the general public, while the problem of site conditions is the lack of arrangement of street vendors in the Brebes area. These ideas and ideas can be the basis for creating a building that can accommodate cultural diversity and have another function as a place for street vendors to be in an organized zone.

Some qualitative approaches have already done by architectural scholars such as Anwar & Ardhiati (2023), Gunawan & Ardhiati (2022), Herlambang &

Ardhiati (2023), Kholis (2023), and Subagyo & Adi (2023) in their studies but their object of study is very different from the one done in Museum and Plaza in Brebes.

Results and discussion

The selected location based on the assessment of alternative locations is Jalan Raya Pantura, Brebes Regency, Central Java.

Table 1. Selected Location

Land use	Trade and services
Land area/area	2 Ha/ 20,000 m ²
KDB/ building coverage ratio	60 %
KLB/ floor area ratio	4
KDH/ green coverage ratio	20 %
GSB/ building border	10 meter
Location Restrictions	- North : Jalan Raya Pantura, Shops - West: Brebes Square - South: Brebes Class IIB Prison - East: Jalan AR Hakim

This location has several potentials that can support the design process, namely: (a) Located in the city center of Brebes: The site in the city center has high value and potential, where this site is very strategic and easily accessible to various levels of society. (b) The site has direct access to Jalan Pantura; Direct access to Jalan Pantura provides more points because Jalan Pantura is the main cross-city and cross-province road on the island of Java. (c) It has direct access to Brebes Square; Brebes Square is the icon of Brebes City which is visited by many people and tourists. (d) It is close to the Brebes Great Mosque and the Brebes government center; The location of the site close to the government center will certainly receive more attention from the government. (e) The area on the site is included in the commercial area.

Design Concept

Famous as being called the city of salted eggs, Brebes is also often referred to as the city of onions, onions themselves are one of the characteristics of Brebes Regency because the majority of people in Brebes Regency are onion farmers. The design of the Museum and People's Park in Brebes is inspired by the shape of a pile of onion slices, from this slice that produces a semicircular outline which is used as the main form of the building period.

Theme

The rationale for the theme of the People's Museum and Park in Brebes is the uniqueness of the existing culture of Brebes. The geographical condition of Brebes which is located on the border between Central Java Province and West Java Province makes Brebes Regency has cultural assimilation in two regions, namely Sunda and Java. On this basis, a Museum and People's Park with a

contemporary architectural theme emerged where this building will have its characteristics and can also become an icon of Brebes Regency.



Slices of onion with layers inside



The onion slice outline



Put a slice of onion to the site, to form a building massing

[Source: Putri & Prasetya, 2023]
Figure 1. Building philosophy

Site Planning Concept

The following is the concept of designing the site of the Museum and People's Park in Brebes.

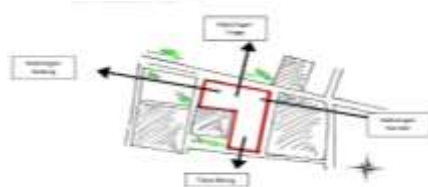
Sunpath east to west, and wind spread from north to south



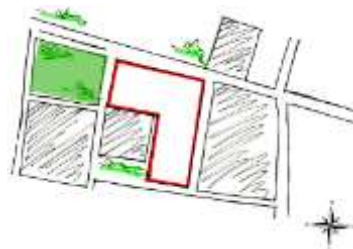
Flat contour and water drainage move to the north



High noise from the north, middle noise from the west, low noise from the east



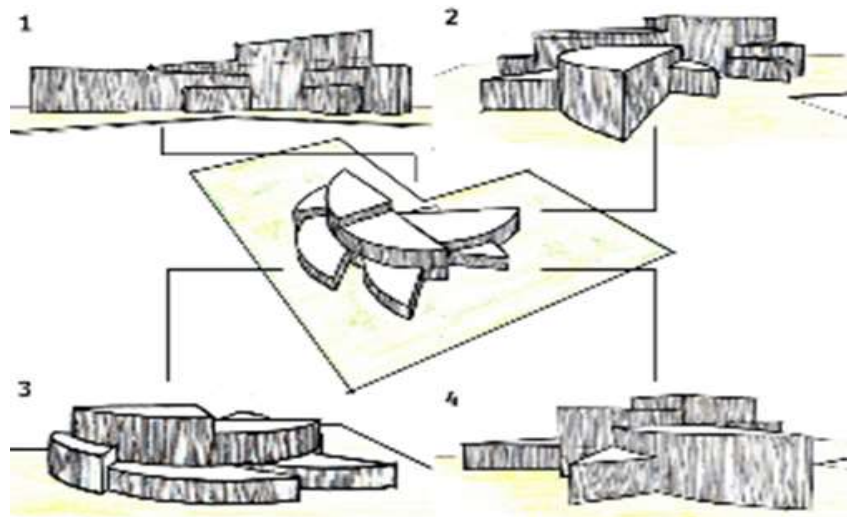
Vegetation on the west side



[Source: Putri & Prasetya, 2023]
Figure 2. Site analysis

Building Design Concept

The following is the building design concepts of the Museum and People's Park in Brebes.



[Source: Putri & Prasetya, 2023]
Figure 3. Form transformation

- a. The building has green open space and performance area (people's park).
- b. The building has green open space and street vendor area.
- c. The building has communal space and outdoor discussion area, the building is made higher so that the discussion area looks shady during the day.
- d. The building period is split to catch the wind to enter the building.
- e. The building is made with different heights to produce an airy feel in the interior and make the air in the building good.

Structural Planning Concept

Based on the analysis that has been carried out and considered, the structural concept of the Museum and People's Park in Brebes is as follows: (a) Substructure: using a pile foundation as the bottom structure of the building, foundation was chosen because it has high strength and sturdiness, has a long foundation life, can compact the soil, and can reduce soil excavation. (b). Middle structure: using concrete as the middle structure of the building. In addition to the selection of concrete, because concrete has high strength and sturdiness, another supporting thing is that concrete has high resistance to fire so it can provide more security value to the Museum building. (c). Upper structure: using concrete and steel structures as the top cover.

Design Result

The design results articulate the economic potential of Brebes as a producer of shallots, shallots are transformed into museum interior space and outdoor space as a center for folk art activities and economic centers for kaki lima traders, the strategic potential of the site on the side of the Jalan Pantura can be maximally utilized, as a souvenir center for travelers, as well as introducing traditional Brebes art through museums and folk art, so that in the end it will become an economic and artistic driver for Brebes Regency.



Perspective



South view



North view



West view

[Source: Putri & Prasetya, 2023]
Figure 4. Building design

Conclusion

Museum and People's Park in Brebes is a cultural container or facility that serves as a means of development and education of culture and art, besides a solution to the problems that exist in the Brebes Square area, especially for street vendors who sell in the Brebes Regency Government area. By developing modern nuances and supporting the value of art, this planning is expected to be able to build the potential that exists in Brebes to be increasingly recognized by the public through the building of the Museum and People's Park.

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