

E-PROCEEDING

OCSS

Academic Conference on Social Sciences 2019

Jointly Organized by:



UNIVERSITI
TEKNOLOGI
MARA

Cawangan Kedah
Kampus Sungai Petani



UNIVERSITAS
MATARAM

The Old Town of Ampenan, From Cultural Heritage towards Economic Empowerment

Nurhikmah, S.I.P.,M.Hum
ruanghisteria@gmail.com

INTRODUCTION

One of the most important and historical spot in West Nusa Tenggara is Ampenan. This is a particular city that known as Old Town, located in the city of Mataram, Lombok Island. Many cities in Indonesia has to be Old Town, for example Jakarta and Semarang. Ampenan has high historical value, a symbol of multiculturalism, and since 2016, has been used as a national heritage by UNESCO. Formerly, this region as the largest city center and trade in West Nusa Tenggara. Various art deco buildings tell of the glory of Ampenan in the past.

BACKGROUND

Life in Ampenan is uniquely, because it consists of ethnic diversity (such as Chinese, Arabic, Malay, Sasak, Bugis), religion, race, and other aspect. Even though, multiethnic and multicultural society can live together with harmonization. By heterogeneity, Ampenan makes them as a tourist destination for culture, religion, culinary, and nature. Ampenan consists of this invaluable heritage was later revitalized especially by the local government. Unfortunately, there are some old buildings affected by the earthquake last year.

Although Ampenan has been revitalized, but, in this fact, the policy of government has not touched society as well as possible. Actually, “revitalization”, can represent to analyze many things from Ampenan to be potential area and give a benefit for their society. Revitalization also about how to made a good change for their society who have a historical value, a melting pot of culture and become a potential thing to increase prosperity. For those, we have to combine perspective about Old Town and innovation of policy.

Development of countries is a physical and non-physical element to reach spirit of civilization. Government as a holder of regulation have to give justice and prosperity to every citizen without discrimination. Diversity culture and other elements in our society is a potential thing that should bring wealth of nation. For that, government must have good political will for empowering their diversity society.

FINDINGS

It is important to understand Ampenan as an entity that creativity and participation need to be involved. Ampenan community has stretched for example with the presence of *Kawis Krisant* (Integrated Creative Waste Tourism Village) in the Selaparang Area. Previously, the place was slum area. But, nowadays has changed as public space on the banks of the Jangkuk River. In addition, the existence of the Old City Festival as a momentum and appreciation for culture in Ampenan was held every year.

CONCLUSIONS

By linkages between development policies, especially the revitalization of Old Town, will be push and encourage good innovation. Creativity, community empowerment from all sectors, and the synergy of all stakeholders, development can be optimal. Such as Elif Shafak, Turki-British Novelist, have written in her novel, *Forty Rules of Love*, “Every cities or town have established on spiritual pillars. It is like a giant mirror that reflected the hearts of citizens. If their hearts are dark and lose faith, the city will lose its appeal.” So, the best policies will be realized by various human resources, which will be contribute significantly to developmental of West Nusa Tenggara.

Keyword: Old Town of Ampenan, Cultural Heritage, Economic Empowerment