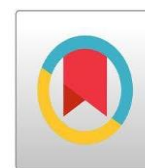


Effectiveness of Preservation of Kampung Tugu as a Cultural Heritage Area by the Cultural Service of the North Jakarta City Administration

Efektivitas Pelestarian Kampung Tugu sebagai Kawasan Cagar Budaya oleh Suku Dinas Kebudayaan Kota Administrasi Jakarta Utara



Siti Nur Laila Basir^{1*}, Angella Rosha Pangestu²

¹² Universitas 17 Agustus 1945 Jakarta, Indonesia

¹² Jl. Sunter Perai Raya, Sunter Agung, Kecamatan. Tanjung. Priok, Jakarta Utara, DKI Jakarta
 nurlaila201477@gmail.com^{1*}, angella.roscha@uta45jakarta.ac.id²

Corresponding author: nurlaila201477@gmail.com^{1*}

ARTICLE INFORMATION	
<p>Keywords <i>Effectiveness; Degradation; Preservation; Kampung Tugu;</i></p>	<p>ABSTRACT This study examines the effectiveness of preservation in Kampung Tugu as a Cultural Heritage Area by the North Jakarta City Administration Cultural Sub-Department. The purpose of this study is to determine how the North Jakarta City Administration Cultural Sub-Department strives for the effectiveness of preservation in the Kampung Tugu area which is experiencing degradation. The method used in this study is a qualitative research method by analyzing data using the theory of effectiveness with 5 appropriate indicators, namely Appropriate Policy, Appropriate Implementation, Appropriate Target, Appropriate Environment, and Appropriate Process. This study found that preservation in this area based on Law Number 11 of 2010 concerning Cultural Heritage has not been effective due to degradation in the area and other conflicting policies also apply in the same area, namely the Regulation of the Governor of the Special Capital Region of Jakarta Province Number 31 of 2022 concerning the Detailed Spatial Planning Plan for the Special Capital Region of Jakarta Province. With the findings in this study, it can be used as evaluation material for policy makers and policy implementers in order to determine the status of Kampung Tugu which can then develop this area effectively according to the specified policy. However, this research has not been able to provide the views of policy makers regarding the preservation problems experienced by Kampung Tugu so that further research can add new perspectives from policy makers regarding the problems that occur in Kampung Tugu.</p>
<p>Kata Kunci <i>Efektivitas; Degradasi; Pelestarian; Kampung Tugu;</i></p>	<p>ABSTRAK Penelitian ini meneliti terkait bagaimana efektivitas pelestarian di Kampung Tugu sebagai Kawasan Cagar Budaya oleh Suku Dinas Kebudayaan Kota Administrasi Jakarta Utara. Tujuan dari penelitian ini yaitu mengetahui bagaimana Suku Dinas Kebudayaan Kota Administrasi Jakarta Utara mengupayakan efektivitas pelestarian pada kawasan Kampung Tugu yang mengalami degradasi. Metode yang digunakan pada penelitian ini yaitu metode penelitian kualitatif dengan menganalisis data menggunakan teori efektivitas dengan 5 indikator tepat yaitu tepat Kebijakan, Tepat Pelaksanaan, Tepat Target, Tepat Lingkungan, dan Tepat Proses. Penelitian ini menemukan bahwa pelestarian pada kawasan ini dengan berlandaskan kepada Undang-undang Nomor 11 Tahun 2010 tentang Cagar Budaya belum efektif karena adanya degradasi pada kawasan dan kebijakan lain yang bertolak belakang juga berlaku di kawasan yang sama yaitu Peraturan Gubernur Provinsi Daerah Khusus Ibukota Jakarta Nomor 31 Tahun 2022 tentang Rencana Detail Tata Ruang Wilayah Perencanaan Provinsi Daerah Khusus Ibukota Jakarta. Dengan adanya hasil temuan pada penelitian ini dapat dijadikan bahan evaluasi bagi perumus kebijakan maupun pelaksana kebijakan agar dapat menentukan status Kampung Tugu yang kemudian dapat mengembangkan kawasan ini secara efektif menurut kebijakan yang ditentukan. Meskipun demikian, penelitian ini belum dapat memberikan pandangan dari perumus kebijakan terkait masalah pelestarian yang dialami oleh Kampung Tugu sehingga untuk penelitian</p>

		selanjutnya dapat menambahkan sudut pandang baru dari perumus kebijakan terkait masalah yang terjadi di Kampung Tugu.
Article History Send 3 rd March 2025 Review 14 th April 2025 Accepted 16 th May 2025		Copyright ©2026 Jurnal Aristo (Social, Politic, Humaniora) This is an open access article under the CC-BY-NC-SA license. Akses artikel terbuka dengan model CC-BY-NC-SA sebagai lisensinya.



Introduction

Kampung Tugu is the only Cultural Village located in North Jakarta, Kampung Tugu is designated as a Cultural Village with a radius of 600 metres from Tugu Church. This Cultural Heritage Area has cultural wealth that continues to be preserved such as the culture of Mandi-Mandi, Rabo-Rabo, and the Tugu krontjong music game, as well as the historic Cultural Heritage Building, namely the Tugu Church which is the centre point of the Kampung Tugu Area. The Kampung Tugu area with its rich culture and history has the potential to become a Tourism Village. However, along with the development of the Tugu area, there has been a decline in environmental quality, where residential areas and plantations that used to exist have now been converted into container parking lots and industrial land. The lack of management of the existing heritage has resulted in this cultural heritage area attracting less attention from many people (Trifosa & Sutisna, 2023). With the degradation experienced by the Kampung Tugu Area, it is important to ensure how to preserve Kampung Tugu as a Cultural Heritage Area.

The preservation of Kampung Tugu is supported by various policies, such as DKI Jakarta Regional Regulation Number 9 of 1999 and Law Number 11 of 2010. These two policies have the same goal, which is to preserve cultural heritage as the nation's cultural heritage. Both also regulate the preservation of cultural heritage, including its establishment, management, and utilisation. However, DKI Jakarta Regional Regulation No. 9/1999 focuses more on local level regulation and does not include broader collaboration with the central government in terms of preservation. In addition, sanctions and law enforcement in the regulation are not as strong and clear as those in Law No. 11/2010, which may affect the effectiveness of preservation. Both policies also establish relevant criteria for Cultural Heritage Areas, which form the basis for the preservation of Kampung Tugu.

The preservation of Kampung Tugu can be considered ineffective with the condition of the area that is less green, flooding problems, pollution, caused by container traffic around the Cultural Heritage Area. The rapid growth and development of the city of Jakarta if not controlled can lead to a decline in environmental management and cultural heritage which ultimately threatens the preservation of cultural heritage.

Law No. 11/2010 on Cultural Heritage plays a very important role in the preservation of cultural heritage areas. This law defines cultural heritage as physical cultural heritage, which includes objects, buildings, structures, sites, and cultural heritage areas both on land and in water. In addition, this law also regulates criminal sanctions for offences related to cultural heritage, including acts of destruction and theft. The security of cultural heritage areas

is carried out by caretakers and/or special police officers, in accordance with the provisions in Article 62 Paragraph 1 of Law No. 11/2010.

The Culture Office of the North Jakarta Administration has an important role in preserving the Cultural Heritage Area in Kampung Tugu, which is one of the cultural villages in North Jakarta. In this preservation effort, the North Jakarta Culture Office implements its policies based on Law No. 11/2010 on Cultural Heritage. However, the current condition of the Cultural Heritage Area in Kampung Tugu is very far from the standard of preservation that should be. The limitations in the implementation of this preservation policy are caused by the existence of other policies that conflict with efforts to improve the effectiveness of preservation policies in the area.

The Governor Regulation of Jakarta Special Capital Region Province Number 31 of 2022 concerning Detailed Spatial Planning of Jakarta Special Capital Region Province regulates the Detailed Spatial Plan (RDTR) which aims to manage the detailed use of space in Jakarta. The function of this RDTR includes regulating development, protecting the environment, and improving the quality of life of the community through sustainable spatial planning. This policy is not in line with the preservation of the Cultural Heritage Area in Kampung Tugu, which in this policy establishes several areas in the Cultural Heritage Area as trade sub-zones. Determination as a trade sub-zone can accelerate physical damage to the cultural heritage area, economic activities such as trade infrastructure development often ignore the principle of preservation, thus damaging historic structures or materials, cultural heritage areas can be exploited for economic interests, such as the use of space for business without regard to environmental sustainability.

There was research related to changes in the Kampung Tugu area in 2011 (Adisukma & Sudikno, 2011). This research provides an in-depth explanation with a focus on the characteristics, land use, and factors that influenced the changes. While this study successfully identified the cultural tourism potential and challenges facing the area, it did not cover recent developments that occurred after 2011. This research offers novelty by highlighting the current condition of Kampung Tugu, where there are new policies that have the potential to hinder efforts to preserve the culture and history of the area. By analysing the impact of these policies, as well as interviews with local residents, this research aims to provide a more actual and relevant perspective on the preservation challenges in Kampung Tugu. Thus, this research not only continues the existing discussion, but also adds a new dimension that is important to understand the dynamics of preserving historic areas in the midst of rapid policy changes.

Overall, Kampung Tugu as a Cultural Heritage Area has two conflicting policies that both still have valid status. With environmental problems caused by container traffic, flooding, pollution that causes the Cultural Heritage Area to become unsustainable coupled with the negative impacts generated by the two conflicting policies in the same area.

So based on these problems, the author formulates the problem 'To what extent is the effectiveness of preserving Kampung Tugu as a Cultural Heritage Area by the North Jakarta City Administration Cultural Office'. The purpose of this study is to assess how the effectiveness of policies that have been running in Kampung Tugu as a Cultural Heritage Area that has the potential to become a Tourism Village with data analysed using the theory of effectiveness by Riant Nugroho (2018) with 5 right indicators, namely Right Policy, Right Implementer, Right Target, Right Environment, and Right Process.

Method

The method used in this research is a qualitative research method with a descriptive approach. Qualitative research is an approach that emphasises the search for meaning, understanding, concepts, symbols, characteristics, descriptions, and symptoms of a phenomenon. This approach is natural and holistic, with a broad focus and using various methods. In addition, this research applies several techniques, prioritises quality, and presents data in descriptive or narrative form (A. Muri, 2019). Researchers chose this qualitative research method because it can provide researchers with diverse and detailed data so that this research can produce quality discussions.

All data sources collected for this study were then classified into primary and secondary data sources. Primary data sources were obtained from interviews with the Cultural Service of North Jakarta City Administration, while secondary data sources were obtained from previous studies and other supporting documents. Data collection techniques in this study were carried out through observation, interviews, and documentation to support data obtained from the field.

This research analyses how the preservation of Kampung Tugu as a Cultural Heritage Area is carried out based on Law Number 11/2010 on Cultural Heritage. This location was chosen because Kampung Tugu is the only Cultural Village in North Jakarta, and the degraded condition of the area makes it relevant to evaluate the effectiveness of existing policies. This research involved key informants from the North Jakarta Culture Office. The selection of this informant aims to understand how the policy implementer implements the policy, so that it can be measured how effectively the policy has been implemented.

This study uses a semi-structured interview method that still follows the interview guide to ensure the interview process remains focused on answers to the problem formulation. Data collection was conducted through in-depth interviews with the North Jakarta City Administration Cultural Service, and supported by documents that can strengthen the research results and ensure conformity with other data sources. In this study, the author applies triangulation techniques to test the validity of the data obtained. By combining data from interviews, documentation, and observations, the author can compare and validate the information obtained. By applying triangulation techniques, this study not only increases the validity of the data obtained, but also provides a deeper understanding of the challenges of preserving Kampung Tugu amidst existing new policies.

This research was analyzed using the theory of effectiveness according to Riant Nugroho (2018) according to him, there are 5 indicators that need to be met to assess how effective a policy is.

Result and Discussion

The preservation of a Cultural Heritage Area is important in order to maintain historical heritage which can then be used as an educational resource for the next generation so that the history and heritage that has been preserved can pass on values and culture that are useful for the next generation. Indonesia is known to be rich in diverse cultures, with one of the many relics and history in Indonesia being the formation of Kampung Tugu. Based on an interview with one of the people of Kampung Tugu, the Tugu Church, which was established in 1748, is an important cultural heritage in Kampung Tugu, North Jakarta, and a silent witness to the history of the Portuguese descendant community that has lived in the area for more than 300 years.

Supported by research which states that Kampung Tugu has an old church called Tugu Church which went through a construction process from 1678 to 1748 (Adisukma & Sudikno, 2011). Kampung Tugu originally had a majority of people of Portuguese descent, but with the migration of residents due to the environment of Kampung Tugu which began to turn into land made into an industrial area, making Kampung Tugu which originally contained native Portuguese descendants, has now been mixed with other communities, and with the transfer of land functions, Kampung Tugu which used to contain green land is now experiencing degradation which makes Kampung Tugu much different from before.



Image 1. Kampung Tugu according to the RDTR website.

(Source: jakartasatu, 2022)

Kampung Tugu on the map is identified with several colours that have codes, such as in grey with K-3 code which means trade sub-zone, BJ with red which means road body, and yellow with R-1 code which means residential sub-zone. Through this map it is clear that Kampung Tugu as a Cultural Heritage Area is not included in the RDTR of the Planning Area even though Kampung Tugu as a Cultural Heritage Area should be supported by this policy to support the development of the Kampung Tugu area.

This research collected secondary data from official sources in the form of publicly accessible government policy documents, ensuring the validity and relevance of the information used. Meanwhile, primary data was obtained through in-depth interviews with key informants, namely representatives from the North Jakarta City Cultural Office and the Kampung Tugu community, who provided direct and contextual perspectives on the conditions and challenges in preserving the area.

Based on the research that has been conducted to determine the Effectiveness of Preserving Kampung Tugu as a Cultural Heritage Area by the North Jakarta City Cultural Office, this research will be discussed with the Theory of Policy Effectiveness according to Riant Nugroho as follows:

Right Policy

The appropriate policy referred to in the theory of effectiveness according to Riant Nugroho is that a policy formulated must be relevant and in accordance with the needs of the community so that the effectiveness of the policy can be measured which can later resolve an issue or problem being experienced by the community. According to him, policies

need to be designed based on an in-depth analysis of the problems that occur and there needs to be a match between the objectives of the policy and the needs of the community to be served so that the policy can be said to be appropriate and effective.

The main policies discussed in this research include Law No. 11/2010 on Cultural Heritage and DKI Jakarta Governor Regulation No. 31/2022 on the Detailed Spatial Planning of DKI Jakarta Province. Law No. 11/2010 regulates the preservation, protection, and utilisation of cultural heritage throughout Indonesia. Based on interviews with the North Jakarta City Cultural Office, Kampung Tugu, as a cultural heritage area, faces various challenges, especially related to environmental degradation. The North Jakarta Culture Office admitted that the existence of two policies running in the same area has hampered the development of the area culturally.

Law No. 11/2010 includes solutions to the problems faced in Kampung Tugu. Tugu Church had undergone revitalisation due to its poorly maintained condition, and to maintain the local cultural features, the revitalisation was implemented. Assistance from the North Jakarta Regional Government in 2009 was allocated for the physical renovation and revitalisation of the Tugu Church area, as well as the construction of a stage for art appreciation (Nopianti et al., 2019).

Law No. 11/2010 also stipulates that a cultural heritage area must be protected with special officers who patrol, receive, and compile reports if a criminal offence occurs in the area. However, in Kampung Tugu, there are no special officers or individuals who carry out these tasks.

Meanwhile, the Governor Regulation of the Special Capital Region of Jakarta Province Number 31 of 2022 provides a legal framework for spatial utilisation in Jakarta in detail to achieve a balance between economic development and environmental preservation and urban planning. This RDTR regulates zoning, including green open space (RTH), non-green open space (RTNH), and blue open space (RTB). On the map posted on the Jakarta Satu website (2022) green colour with code RTH-5 in Kampung Tugu area means RW park sub-zone. However, what is of concern is the grey colour on the map where the area is right in the centre of Kampung Tugu area with the code K-3 which means the trading sub-zone.

Although the Governor Regulation of the Special Capital Region of Jakarta Province Number 31 of 2022 also regulates the cultural heritage preservation zone with the TPZ code, it can be seen on the map posted on the Jakarta Satu website (2022) does not indicate the TPZ code in the Kampung Tugu area, which clearly indicates that the two policies that apply to the same area have different objectives regarding the Kampung Tugu area.

The policies implemented in Kampung Tugu are considered inappropriate and ineffective in developing the area as a Cultural Heritage. In practice, these policies have actually caused Kampung Tugu to lose its identity and exacerbated environmental degradation in the area. Although Law No. 11/2010 is considered to help preserve Kampung Tugu, in reality, this law cannot be fully implemented due to the Governor Regulation of DKI Jakarta Province No. 31/2002 which limits the preservation efforts.

Right Implementer

This indicator of proper implementation means that policy implementers need to have adequate competence and capacity to implement the policy. The training and capacity building of implementers is considered very important to ensure that policy implementers can carry out their duties properly. The existence of competent policy implementers can affect the level of policy effectiveness so that later policies are not only appropriate and relevant to existing problems or issues but can also be implemented properly.

The implementation of Law No. 11/2010 can be seen from various initiatives undertaken by a number of parties. For example, the North Jakarta Metro Police contributed through the revitalisation of the Tugu Church Heritage Building. In addition, the North Jakarta Parks and Urban Forest Service plays a role in greening the Living Museum Roemah Toegoe area. On the other hand, the DKI Jakarta Tourism and Creative Economy Agency supports the development of Kampung Tugu as a Tourism Village in North Jakarta by issuing a related Decree.

Based on an interview with the Cultural Service of North Jakarta City Administration:

'We get support from Bina Marga, there are several arrangements such as at Tugu Church, and at Tugu Museum there is also a park arrangement, then the Tourism and Creative Economy Office markets Kampung Tugu as a tourist destination.'
(Results of interview on January 14, 2025)

The Culture Office of the North Jakarta Administration City and the Kampung Tugu community as the main implementers of this policy always try to implement area preservation according to their respective authorities. The Cultural Service Office in this case seeks to empower the community through the training of traditional dances and musical instruments and supports cultural events such as Rabo-Rabo, Mandi-Mandi, and Malam 24 which are always carried out annually, while the people of Kampung Tugu as the main implementers of the policy also participate in preserving their culture such as Rabo-Rabo,

Mandi-Mandi, and other cultural events which from some of these activities have brought tourists, especially tourists who are interested in playing Krontjong Tugu music.

The North Jakarta Culture Office admitted that they always try to improve Kampung Tugu so that it can be a priority in the development of areas in North Jakarta, by explaining the advantages of Kampung Tugu such as the historical elements and the potential to become a tourist village that can invite and increase tourists in North Jakarta. Despite the limited authority they have, the North Jakarta Culture Office will continue to strive for the development and proper status of Kampung Tugu so that the culture in North Jakarta can be preserved and not extinct.

Judging from how the cohesiveness of several parties other than the main implementers of this policy has contributed to the preservation and development of Kampung Tugu, the implementation of Law Number 11 of 2010 can be considered ineffective in preserving and developing the potential of Kampung Tugu, because in this case the development is limited to the existence of industrial areas and several roads in the area that are used as container traffic in accordance with the Governor's Regulation of the Special Capital Region of Jakarta Province Number 31 of 2022 concerning Detailed Spatial Planning of the Jakarta Special Capital Region Province Planning Area which regulates the Jakarta area as a Planning Area.

Right Target

In effectiveness theory, right on target means that policies need to be directed at the appropriate groups in order to have the expected impact. Off-target policies risk wasting resources and producing sub-optimal impacts. Conversely, policies that target the right groups tend to get better acceptance from the public. When people understand that the policy provides direct benefits to them or relevant groups, their support and participation in policy implementation will increase.

The main objective of the Kampung Tugu preservation policy is to make it a Cultural Heritage Area that is preserved. Law No. 11/2010 is the legal basis for the preservation effort, focusing on the protection, development, and utilisation of cultural heritage areas as an important part of historical, scientific, educational, and cultural heritage. The government has the responsibility to formulate policies and regulations that support the preservation of this area. However, until now, the preservation of Kampung Tugu still only refers to Law Number 11/2010. Meanwhile, the latest policy, namely DKI Jakarta Governor Regulation

Number 31 of 2022, is considered not to provide support for the preservation of the cultural heritage area.

Then the targets of preservation are the local community, city government, cultural stakeholders such as artists, communities, etc. The local community, especially the Kampung Tugu Community, is the right target group for the preservation of Kampung Tugu, they always preserve the culture that has been going on for a long time even before the preservation policy. The culture of Kampung Tugu such as Mandi-Mandi, Rabo-Rabo, and Tugu krontjong music games continue to be preserved by the local community. With the existence of a preservation policy, they fully support if the Kampung Tugu area can be developed for preservation.

Based on the results of interviews with the Kampung Tugu Community:

“Many, not even just Tugu people, travellers, tour groups come and are enthusiastic about preserving.” (Interview Results on January 15, 2025)

The City Government such as the Mayor of North Jakarta handed over the task of preserving the culture of North Jakarta to the North Jakarta City Cultural Office which in this case continues to carry out its duties in preserving culture in North Jakarta, Kampung Tugu is one of the areas that is the business of the North Jakarta Cultural Office to preserve. The North Jakarta Cultural Service always provides support in cultural events and always presents the Tugu krontcong player group in all events held by the City Government with the aim that Tugu krontcong can be recognised and preserved.

Artists and communities in Kampung Tugu also have the opportunity to attend training held by the North Jakarta Cultural Office, such as dance training which teaches how to dance None Tugu and the meaning of each element in the None Tugu dance such as movements, music, and costumes. In Tugu krontcong music, the artists always get appreciation and support from the North Jakarta Cultural Office and also have the opportunity to train young people in playing Tugu krontcong music to preserve Tugu culture.

Kampung Tugu is an ideal area for implementing cultural heritage preservation policies. However, with the existence of the Governor Regulation of the Special Capital Region of Jakarta Province Number 31 of 2022 concerning the Detailed Spatial Planning of the Special Capital Region of Jakarta Province, the cultural heritage policy that should be able to develop Kampung Tugu into a Tourism Village is actually hampered by other policies that are not in line with Law Number 11 of 2010.

Right Environment

Appropriate environment means that the policy implemented must be in line with the conditions and characteristics of the environment in which the policy is implemented. There are two main types of environment that need to be considered, namely the internal environment and the external environment. Both have a major influence in determining the effectiveness of a policy.

Internal Policy Environment

The internal policy environment includes several indicators that are within the organisation or institution that formulates and implements the policy. In the internal policy environment, it can be seen from how the contribution of several parties who, although not the main implementers of the policy, still participate in preserving the Kampung Tugu area. However, the interaction between policy formulators and policy implementers can be considered lacking in upholding the preservation of Kampung Tugu as a Cultural Heritage Area, seen from how there are finally two contradictory policies successfully formulated in the same area so that policy implementers need to adjust a lot in accordance with applicable policies.

In an interview conducted with the Culture Office of the North Jakarta Administrative City, they admitted that they needed clarity from policy makers regarding the conditions experienced by Kampung Tugu, because until now, developing Kampung Tugu with other conflicting policies will be difficult to achieve Kampung Tugu becoming a Tourism Village with culture in it.

Although there continues to be an effort to preserve cultural heritage by the policy implementer, namely the North Jakarta City Cultural Office, but in developing the Kampung Tugu area as a Cultural Heritage Area, it can be considered not optimal and not effective because of how the area has not been able to develop due to other policies that also apply and clearly contradict the preservation of the area.

External Policy Environment

The external environment of the policy includes factors that are outside the organisation or institution that formulates the policy, but can affect the success of the policy. From the community's perspective, there are several complaints related to container traffic and the existence of container garages, policy implementation such as there should be special police to guard an area is known to have never been implemented, which makes the

perspective of the local community regarding the preservation of Kampung Tugu as a Cultural Heritage Area considered ineffective.

The people of Kampung Tugu have hopes that their area can at least be restored to how the area should be a Tourism Village, but with other policies, industrial licensing, and container garages making the development of the Kampung Tugu area will not be effective if this condition continues, coupled with environmental factors such as the Kampung Tugu area which is less green making the area exposed to flooding, The roads in Kampung Tugu that are used as container traffic, pollution, and some land used as container garages make Kampung Tugu as a Cultural Heritage Area will not be as easy as other cultural heritage areas that have favourable regional conditions to implement the preservation of the area due to several inhibiting factors owned by Kampung Tugu.

Right Process

The implementation of the right policy process means it must be done systematically, structured, and well planned. According to Riant Nugroho (2018) Regarding the theory of policy effectiveness, there are three main processes that need attention, namely Policy Acceptance, Policy Adoption, and Strategic Readiness.

Policy Acceptance

This process aims to determine whether this policy is acceptable or not, considering that the policy will be applied in the future when it comes into force. The policy in question is Law No. 11/2010, given how keen the local community is to preserve their area. Thus, this policy is clearly accepted and supported by the community through their active participation.

With the results of an interview conducted with one of the people of Kampung Tugu, Arthur James Michiels argues that local people who are not even the original descendants of the Tugu people show enthusiasm for preserving Kampung Tugu which is their place of residence so that it gets proper preservation.

Law No. 11/2010, which focuses on the preservation and development of cultural heritage in Indonesia, has been implemented by the residents of Kampung Tugu as a form of effort to maintain the cultural heritage that still remains in their area. In general, the local community has realised the decline in environmental quality. Therefore, in an effort to preserve it, they really need support from the North Jakarta City Government so that

Kampung Tugu can be developed in accordance with the vision that has been set, namely to become a Tourism Village in the region.

Policy Adoption

This process is the stage where the policy is adopted by the authorities and implementers. In this phase, the policy begins to be implemented in practice and integrated into the existing system. The Kampung Tugu community has so far seen the implementation of the policy in the form of the revitalization of the Tugu Church and the existence of a small park built by the North Jakarta City Parks and Forestry Sub-dept. In its implementation, the community actually supports the government's efforts to preserve the Kampung Tugu area.

The North Jakarta Culture Office argues that the problematic policy adoption in the area is the existence of licensing, a policy that determines several areas to be trading sub-zones in the Cultural Village area. Assessing the adoption of this policy is again weakened by the existence of other policies in the area so that this policy can be considered ineffective.

Strategic Readiness

This process emphasizes the readiness of both the public and the bureaucracy to implement the policy. This includes the readiness of resources, capacity, and commitment of all parties involved to support the implementation of the policy. In terms of Human Resources, the people of Kampung Tugu in this case are willing to be part of the policy that will preserve their area, the Culture Office of the North Jakarta Administrative City also claims to always be committed to the preservation of Kampung Tugu.

In terms of budget, according to the North Jakarta Cultural Office, there is no budget set for the preservation of Kampung Tugu area. Therefore, the preservation of Kampung Tugu as a Cultural Heritage Area has never been carried out due to the absence of a budget from the government. Facilities and infrastructure in supporting the implementation of the preservation policy are also inadequate due to the unavailability of a budget for the preservation of Kampung Tugu as a Cultural Heritage Area.

Currently, Kampung Tugu does not have a strategic readiness or program planning for the preservation of the Cultural Heritage Area, some of the factors are that there are other policies that are contrary to preservation and Kampung Tugu itself has not become a government priority that needs to be addressed immediately in the preservation and development process.

Meanwhile, Kampung Tugu has a large enough area to be accounted for and developed, making this process ineffective in preserving Kampung Tugu as a Cultural Heritage Area considering that the main achievement target of Kampung Tugu is to make Kampung Tugu a Tourism Village.

Conclusion

In the effort to implement a policy in Kampung Tugu, the effectiveness of the policy implemented by the Culture Office of the North Jakarta Administrative City can be said to be ineffective. Overall, Kampung Tugu always has strong reasons that make the area should be able to carry out policies effectively, but with the main obstacle, namely other conflicting policies in the same area, the industrial area that has existed for a long time now has a foundation to continue to exist in the Cultural Heritage Area causing degradation and causing the preservation of the area to always run by adjusting the industrial environment.

Kampung Tugu with its potential as a Tourism Village has been degraded since industrial licensing and land use change. The North Jakarta City Culture Office as the main implementer of this policy continues to make efforts in preserving the area. Thus, the area preservation policy in Kampung Tugu is clearly stated to have not been effective due to the existence of other policies that apply in the same area.

Kampung Tugu as an area should be able to implement policies that can develop its area. For policy makers or policy implementers, the status of Kampung Tugu can be better clarified according to considerations from a cultural perspective or from an economic perspective. But if indeed the two policies cannot be revoked one of them, other alternatives need to be proposed immediately so that the degradation experienced by Kampung Tugu does not get worse over time.

The effectiveness of the preservation of Kampung Tugu as a Cultural Heritage Area by the Cultural Affairs Office of the North Jakarta Administrative City has provided answers to how the Cultural Heritage Area is preserved with the existence of two contradictory policies applicable in the area. However, this research has not included the views of policy makers regarding the preservation issues that occur in Kampung Tugu. Thus, further research can add other perspectives, especially from policy makers related to the Kampung Tugu problem as well as provide an explanation regarding the latest conditions that occur in Kampung Tugu.

Acknowledgent

Thank you to the Cultural Office for being willing to be the main source in this research. Thank you to the people of Kampung Tugu who also supported this research with access to make observations and questions and answers about Kampung Tugu.

Reference

- A. Muri, Y. (2019). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan Edisi Pertama Cetakan ke-5*. Kencana Prenadamedia Group.
- Abdul Hakim, Murbaningsih, A. M., & Purwanto. (2022). Analisis Kebijakan Lpp Rri Semarang Terhadap Program Siaran Budaya. *Jurnal Heritage*, 10(1), 72–86. <https://doi.org/10.35891/heritage.v10i1.3197>
- Abubakar, B., Ismail, S., Ihsan Shadiqin, S., Jamhuri, & Santa, F. (2021). Dari Warisan Budaya Tak Benda Menuju Warisan Budaya Nasional (Studi Kebijakan Pemerintah Di Aceh). *Proceedings of International Conference on Islamic Studies "Islam & Sustainable Development,"* 479–487. <https://jurnal.ar-raniry.ac.id/index.php/icis/article/view/12699>
- Adisukma, D., & Sudikno, A. (2011). Perubahan Kawasan Kampung Tugu Jakarta Utara. *Arsitektur E-Journal*, 4(3), 198–210. https://www.researchgate.net/publication/315533090_Perubahan_Kawasan_Kampung_Tugu_Jakarta_Utara
- Afnani, W. N., Wahyuningtyas, N., & Kurniawan, B. (2021). Analisis Pelestarian Situs Cagar Budaya Sekaran (Studi Kasus Situs Sekaran Di Desa Sekarpuro Kabupaten Malang). *Jurnal Ilmu Sosial Dan Humaniora*, 10(3), 391. <https://doi.org/10.23887/jish-undiksha.v10i3.34307>
- Anisa Amalia Maisaroh, & Untari, S. (2024). Transformasi Pendidikan Karakter Melalui Kebijakan Pemerintah Di Indonesia Menuju Generasi Emas 2045. *Jurnal Kebijakan Pemerintahan*, 7, 18–30. <https://ejournal.ipdn.ac.id/JKP/article/view/4347>
- Ayunda, R., Yusuf, R. R., & Disemadi, H. S. (2021). Efektivitas Kebijakan Pemerintah Tentang Perlindungan Sosial Pekerja Migran Indonesia: Studi Hukum di Provinsi Kepulauan Riau. *Justisi*, 7(2), 89–104. <https://doi.org/10.33506/js.v7i2.1248>
- Azzopardi, E., Kenter, J. O., Young, J., Leakey, C., O'Connor, S., Martino, S., Flannery, W., Sousa, L. P., Mylona, D., Frangoudes, K., Béguier, I., Pafi, M., da Silva, A. R., Ainscough, J., Koutrakis, M., da Silva, M. F., & Pita, C. (2023). What are heritage values? Integrating natural and cultural heritage into environmental valuation. *People and Nature*, 5(2), 368–383. <https://doi.org/10.1002/pan3.10386>
- Belfiore, E. (2022). Who cares? At what price? The hidden costs of socially engaged arts labour and the moral failure of cultural policy. *European Journal of Cultural Studies*, 25(1), 61–78. <https://doi.org/10.1177/1367549420982863>

- Budiningtyas, R. E. S., & Sirod, H. M. (2021). Peluang dan Tantangan Pengembangan Pariwisata di Kawasan Cagar Budaya Keraton Kasunanan Surakarta. *Khasanah Ilmu - Jurnal Pariwisata Dan Budaya*, 12(1), 7–15. <https://doi.org/10.31294/khi.v12i1.9978>
- Darmawan, F. (2023). Konservasi vs Pariwisata Massal: Konflik Kebijakan dan Tantangan Borobudur sebagai Warisan Budaya Dunia UNESCO. *Jurnal Vokasi Indonesia*, 10(1), 22–28. https://scholarhub.ui.ac.id/jvi/vol10/iss1/3/?utm_source=scholarhub.ui.ac.id%2Fjvi%2Fvol10%2Fiss1%2F3&utm_medium=PDF&utm_campaign=PDFCoverPages
- Fesenfeld, L. P. (2022). The effects of policy design complexity on public support for climate policy. *Behavioural Public Policy*, 1–26. <https://doi.org/10.1017/bpp.2022.3>
- Fuadi, B. El. (2023). Kebijakan Publik Persentuhan Antarbudaya Tata Ruang Perkotaan Di Gresik. *Jurnal Pemerintahan Dan Keamanan Publik (JP Dan KP)*, 5(2), 123–138. <https://doi.org/10.33701/jpkp.v5i2.3144>
- Hafsi, A., Maknun, T., & Gusnawaty. (2022). Optimalisasi Balocci Centre Sebagai Upaya Pencegahan Vandalisme Pada Situs Cagar Budaya Sumpang Bitu. *Journal of Innovation Research and Knowledge*, 2(6), 2435–2444. <https://jurnal.unmer.ac.id/index.php/jam/article/view/8945>
- Hasan, Z., Pradhana, R. F., Andika, A. P., & Al Jabbar, M. R. D. (2024). Pengaruh Globalisasi Terhadap Eksistensi Identitas Budaya Lokal dan Pancasila. *JIMA: Jurnal Ilmiah Mahasiswa*, 1(2), 333–341. <https://doi.org/10.57235/jalakotek.v1i2.2385>
- Heryanto, O., Baskara, M. R., & Novianti, E. (2021). Peran Kampung Tugu Sebagai Daya Tarik Wisata Budaya Unik Di Jakarta the Role of Kampung Tugu As Attraction Cultural. *Tornare - Journal of Sustainable Tourism Research* - *Journal of Sustainable Tourism Research*, 3(October), 22–29. https://www.researchgate.net/publication/355395126_Peran_Kampung_Tugu_Sebagai_Daya_Tarik_Wisata_Budaya_Unik_Di_Jakarta_The_Role_Of_Kampungntugu_As_Attraction_Cultural_Tourism_In_Jakarta
- Iqbal, M. (2021). Smart Culture in Smart City Policies: A Case of Yogyakarta City. *Jassp*, 1(2), 87–92. <https://doi.org/10.23960/jassp.v1i2.8>
- Karyati, S. (2021). Model Kebijakan Hukum Pengembangan Ekowisata Di Nusa Tenggara Barat. *Media Keadilan: Jurnal Ilmu Hukum*, 12(1), 96–114. <https://doi.org/10.31764/jmk.v12i1.4129>
- Khairani, L., & Barus, S. (2024). *Cultural Heritage Preservation through the Finding of Historical Money of the Sultanate of Bone: Uncovering Traces of Civilization through Coins and Cultural Sustainability* (Issue ICoMSi 2023). Atlantis Press SARL. https://doi.org/10.2991/978-2-38476-228-6_30
- Kurniati, P. S., Zakiyani, S. N., Yuwono, F. A. N., & Munigar, W. (2023). Kebijakan Pemerintah Dalam Pembangunan Dan Pengembangan Pariwisata Di Wilayah Kota Bandung. *Jurnal Caraka Prabhu*, 7(2), 1–16. <https://doi.org/10.36859/jcp.v7i2.1723>

- Mamik Indrawati, & Sari, Y. I. (2024). Jurnal penelitian dan pendidikan IPS. *Jurnal Penelitian Dan Pendidikan Ips*, 1(18), 40–48. <https://ejournal.unikama.ac.id/index.php/JPPI/article/view/9902>
- Meco, K. (2023). Preservation of cultural heritage in Lezha city. *The Scientific Journal of the Observatory of Mediterranean Basin*, 8(1–2), 70–74. <https://doi.org/10.37199/o41008107>
- Munira, D., Muftiadi, & Dewi, C. (2023). Revitalisasi Taman Ghairah Sebagai Kawasan Cagar Budaya Di Kota Banda Aceh. *MINTAKAT: Jurnal Arsitektur*, 24(1), 39–46. <https://jurnal.unmer.ac.id/index.php/jam/article/view/8945>
- Natasya, S., Hadiwono, A., Teknik, F., Tarumanagara, U., Teknik, F., & Tarumanagara, U. (2024). *Arsitektur Budaya Tugu : Sebuah Konsep Pengembangan Kawasan Sejarah*. 6(2), 1097–1108. <https://doi.org/10.24912/stupa.v6i2.30898>
- Nopianti, R., Riawanti, S., & Rajab, B. (2019). Identitas orang tugu sebagai keturunan portugis di jakarta. *Patanjala*, 11, 169–184. <https://doi.org/10.30959/patanjala.v11i2.490>
- Nugroho, R. (2018). *Public Policy (Dinamika Kebijakan Publik, Analisis Kebijakan Publik, dan Manajemen Politik Kebijakan Publik) (6th ed.)*. Elex Media Komputindo.
- Peraturan Gubernur (Pergub) Provinsi Daerah Khusus Ibukota Jakarta Nomor 31 Tahun 2022 Tentang Rencana Detail Tata Ruang Wilayah Perencanaan Provinsi Daerah Khusus Ibukota Jakarta, Pub. L. No. 31 (2022). <https://peraturan.bpk.go.id/Details/228166/pergub-prov-dki-jakarta-no-31-tahun-2022>
- Peraturan Menteri Pendidikan, Kebudayaan, Riset, Dan Teknologi Nomor 17 Tahun 2024 Tentang Sistem Zonasi Cagar Budaya, Pub. L. No. 17 (2024). <https://peraturan.bpk.go.id/Details/285814/permendikbudriset-no-17-tahun-2024>
- Peraturan Pemerintah (PP) Nomor 1 Tahun 2022 Tentang Register Nasional Dan Pelestarian Cagar Budaya, Pub. L. No. 1 (2022). <https://peraturan.bpk.go.id/Details/195523/pp-no-1-tahun-2022>
- Perdani, T., Marwah, S., & Murniati, T. (2024). Diskresi Kebijakan Pengelolaan Budaya Lokal di Kabupaten Banyumas : Tarik Ulur Kepentingan Dua Cabang Kekuasaan. *Jurnal ISIP: Jurnal Ilmu Sosial Dan Ilmu Politik*, 126–144. <https://doi.org/10.36451/jisip.v21i2.334>
- Pratama, A. Y., Wijaya, D. N., Alfaqi, M. Z., & Mawarti, R. A. (2023). *Regional History: Migration and Cultural Acculturation of Kampung Tugu Jakarta*. Atlantis Press SARL. https://doi.org/10.2991/978-2-38476-168-5_10
- Pratama, A. Y., Wijaya, D. N., Masruroh, H., & Yafie, E. (2022). Hybrid Identities In Kampung Tugu Jakarta. *International Seminar on Language, Educatinon, and Culture (ISoLEC)*, 4(2012), 19–23. <http://conference.um.ac.id/index.php/isolec/article/view/3798>

- Putri, R. S., Wisudawan, O., Ahmad, H., Hasibuan, M., Hadi, A. J., & Permayasa, N. (2024). Efektivitas Kebijakan Kesehatan dalam Meningkatkan Pengelolaan Limbah Medis di Puskesmas Labuan Rasoki Kota Padangsidimpuan. *Media Publikasi Promosi Kesehatan Indonesia The Indonesian Journal of Health Promotion*, 7(4), 1044–1052. <https://jurnal.unismuhpalu.ac.id/index.php/MPPKI/article/view/5203>
- Rencana Detail Tata Ruang 2022 Eksplorasi Data Spasial DKI Jakarta dalam berbagai tampilan serta menyajikan Peta Dasar DKI Jakarta dalam beragam Visualisasi.* (2022). <https://jakartasatu.jakarta.go.id/smartrdtr/>
- Ritiduihan, D., & Megawati, S. (2021). Implementasi Kebijakan Pelestarian Bangunan Cagar Budaya (Studi Pada Bangunan Bekas Penjara Koblen Menjadi Pasar Buah Di Kota Surabaya). *Publika*, 9, 15–30. <https://doi.org/10.26740/publika.v10n1.p15-30>
- Riyadh, N. A., Batara, A. S., Nurlinda, A. (2023). Efektivitas Kebijakan dalam Pelaksanaan Program Penanggulangan Stunting di Kabupaten Enrekang. *Journal of Muslim Community Health (JMCH)* 2023, 4(1), 1–17. <https://doi.org/10.52103/jmch.v4i1.1188>JournalHomepage:<https://pasca-umi.ac.id/index.php/jmch>
- Rosanto, S., & Chainarta, V. (2021). Analisa aspek kebijakan pemerintah terhadap potensi wisata aam di danau sarantangan, singkawang, kalimantan barat. *Jurnal Inovasi Penelitian*, 1(11), 2805–2812.
- Sari, T. Y., Kurnia, H., Khasanah, I. L., & Ningtyas, D. N. (2022). Membangun Identitas Lokal Dalam Era Globalisasi Untuk Melestarikan Budaya dan Tradisi Yang Terancam Punah. *Academy of Social Science and Global Citizenship Journal*, 2(2), 76–84. <https://doi.org/10.47200/aossagcj.v2i2.1842>
- Sesana, E., Gagnon, A. S., Ciantelli, C., Cassar, J. A., & Hughes, J. J. (2021). Climate change impacts on cultural heritage: A literature review. *Wiley Interdisciplinary Reviews: Climate Change*, 12(4), 1–29. <https://doi.org/10.1002/wcc.710>
- Setyanto, T. J., & Rusmini, A. (2023). Mutiara Jurnal Ilmiah Multidisiplin Indonesia Kebijakan Pemerintah Daerah Kabupaten Malang dalam Pengembangan Industri Pariwisata. *Mutiara: Jurnal Ilmiah Multidisiplin Indonesia*, 1(2), 75–88. <https://jurnal.tiga-mutiara.com/index.php/jimi/index>
- Sihombing, E. N., Andryan, A., & Astuti, M. (2021). Analisis Kebijakan Insentif Dalam Rangka Perlindungan Lahan Pertanian Pangan Berkelanjutan Di Indonesia. *Jatiswara*, 36(1), 1–10. <https://doi.org/10.29303/jatiswara.v36i1.278>
- Silaen, J. (2023). Efektifitas Peraturan Daerah Kota Medan Nomor 2 Tahun 2012 Tentang Perlindungan dan Pelestarian Bangunan Cagar Budaya (Studi tentang Bangunan Tjong A FIE). *Экономика Региона*, 12. <https://ejournal3.undip.ac.id/index.php/jpgs/article/view/41389>
- Sokka, S., Badia, F., Kangas, A., & Donato, F. (2021). Governance of cultural heritage: towards participatory approaches. *European Journal of Cultural Management and Policy*, 11(1). <https://doi.org/10.3389/ejcmp.2023.v11iss1-article-1>

- Tri Ramdani, F., Apriliani, A., Ilyanawati, R. Y. A., Apriliyani, N. V., Khaerunnisa, Ramadanti, N. P., & Pratami, M. (2023). Implementasi Kebijakan Peraturan Walikota Bogor Nomor 55 Tahun 2020 Tentang Pelestarian Budaya Sunda. *Jurnal Governansi*, 9(1), 1–6. <https://doi.org/10.30997/jgs.v9i1.7419>
- Trifosa, F. M., & Sutisna, S. (2023). Mengembalikan Memori Kampung Tugu Melalui Ruang Kebudayaan Kampung Tugu, Jakarta. *Jurnal Sains, Teknologi, Urban, Perancangan, Arsitektur (Stupa)*, 5(1), 27–38. <https://doi.org/10.24912/stupa.v5i1.22605>
- Trijayanti, L., & Gani, A. (2023). Efektivitas Kebijakan Pemasaran Iklan Makanan dan Minuman Tidak Sehat dalam Rangka Pencegahan dan Pengendalian Diabetes Melitus: Literature Review. *Jurnal Ilmiah Kesehatan Masyarakat : Media Komunikasi Komunitas Kesehatan Masyarakat*, 15(1), 37–43. <https://doi.org/10.52022/jikm.v15i1.430>
- Undang-Undang (UU) Nomor 11 Tahun 2010 Tentang Cagar Budaya, Pub. L. No. 11 (2010). <https://peraturan.bpk.go.id/Details/38552/uu-no-11-tahun-2010>
- Usfunan, J., Usfunan, Y., Putra, P. R. A., & Hermanto, B. (2024). Efektivitas Kebijakan Penangkal Ideologi Transnasional: Pendidikan Pancasila pada Sekolah Menengah Atas. *Pancasila : Jurnal Keindonesiaan*, 4, 58–75. <https://doi.org/https://doi.org/10.52738/pjk.v4i1.197>
- Wati, F. R., Rizqi, A., M. Iqbal, M. I., Langi, S. S., & Putri, D. N. (2021). Efektivitas Kebijakan Pengelolaan Sampah Berbasis Tempat Pengelolaan Sampah Terpadu 3R di Indonesia. *Perspektif*, 10(1), 195–203. <https://doi.org/10.31289/perspektif.v10i1.4296>