

Utilization of Used-Goods as an Environmental Aesthetics Tourist Attraction

Case Study: Kampong Pelangi, Semarang

Ratih Dian Saraswati
Soegijapranata Catholic University
rd_saraswati@unika.ac.id

Peter Ardhianto
Soegijapranata Catholic University
peter.ardhianto@unika.ac.id

Abstract - Used-goods or scraps do not only pollute the environment but also damage the aesthetics of the environment visually. Handling those scraps wrongly could cause the environment be a slum area. In contrary, by handling those scraps in a good way could not only avoid the diseases but also could upgrade the quality of the environment. One of the examples is what Kampong Pelangi society has done to their environment. Kampong Pelangi which is now a unique tourist spot in the city of Semarang has succeeded to recycle used-goods (reuse) to be the products that not only be used but also be elements of aesthetics enhancement in the village area. Because of those reasons, we are attracted to write of this research paper. The research method is qualitative study with observation approach, interview, and literature study. The expecting results of the discussion are the identification of used-goods that are used by Kampong Pelangi society. Thus, those recycled-goods become part of the visual aesthetics which become one of elements of tourism in Kampong Pelangi.

Keywords: used-goods, Kampong Pelangi, aesthetic, environmental, reuse

INTRODUCTION

Starting from *Kampong Gunung Brintik* to Become *Kampong Pelangi* (Rainbow Village)

Kampong Gunung Brintik located on Brintik Mountain was originally a slum that was full of wild plants and red brick walls that had not been plastered. It is located right on the edge of Kali Semarang, consisting of approximately 325 houses. At first it was known as the village of Semarang's thugs because many newcomers who did not have jobs became thugs and settled illegally there. This *Kampong Brintik* is located in Kalisari Village, in the city centre of Semarang. Its located behind *Pasar Kembang* (Florist Market) which sells flower and garden plants.

Topography of Kampong Brintik is hilly and it has 232 houses that now have been painted in colours. The idea of making Kampong Brintik into a village that has an attractive face came from Mr. Slamet Widodo, a school principal in the village. In order to avoid the village being increasingly slum, Pak Slamet Widodo invited the residents to discuss together with the City Government. The idea expressed was to colour the village into a colourful village. The government approved and provided two billion fund subsidies.

As a result, at this time Kampong Brintik transformed into a village that had an attractive, colourful village, and even became a trendsetter of changing the face of the village that inspired the faces of other villages in the city of Semarang. This change certainly makes the village not only a tourist attraction for tourists inside and outside the city, adding to the quality of the village, but also can add economic activity to the village community itself. Kampong Brintik now is known as Kampong Pelangi (Rainbow Village) (pic.1).

Another interesting thing is the voluntary involvement of residents from the beginning of planning to its sustainability. At the beginning, as a trigger for creative steps, the local university made a

design on the front face of the village and a design and motif emerged as well as pictures which were the fruit of the ideas of the community / population in the village.



Figure. 1: Kampong Brintik Then and Now

Source: <https://adit220393.blogspot.com/201706/kampung-pelangi-wonosari-semarang.html>, accessed on August 2018

Utilization of Used-Goods as Decorative Elements that Have Functions

Another form of residents' involvement is the effort to reduce inorganic wastes. They turn the wastes into used-goods that can be reused. According to the results of interviews with several residents, the use of used-goods is the result of the initiative of residents to add aesthetic value to their home environment which is also a complementary element of the village.

The use of used-goods is processed as an element which can attract the attention of visitors to take pictures. Waste that is reused into used-goods includes plastic waste bottles, water pipes, wood and newspapers.(pic.2) Some of these used items become elements that not only beautify the appearance of Kampong or the facade of the house but also have a function. The results of the reprocessing of the used goods also adorn each entrance hall from Kampong Pelangi.(pic.3)



Figure. 2: A tourist taking a selfie in front of a house
Source: <https://www.hipwee.com/travelling-ngehits-di-media-internasional-kampung-pelangi-di-jawatengah-mendadak-terkenal-kaya-apa-sih-bentuknyacomment-page-4>, accessed on August 2018



Figure. 3: Entrance of Kampong
Source: <http://asatu.id20170607/kampung-pelangi-tempat-ngabuburit-baru-di-semarang>, accessed on August 2018

LITERATURE REVIEW

Management of household waste using the 3R principle (reduce, reuse, and recycle) is simply one of the solutions that can prevent environmental pollution due to poor final waste management.

Understanding 3R (Reduce, Reuse, Recycle) is contained in the Elucidation of Article 11 Paragraph (1) letters a, b and c of Government Regulation Number 81

of 2012 concerning Household Waste Management and Household-like Waste. What is meant by restrictions on waste generation (Reduce) according to the Elucidation of Article 11 Paragraph (1) letter a Government Regulation Number 81 of 2012 concerning Household Waste Management and Garbage Similar to Household Waste is an effort to minimize waste generation carried out before a product is produced and / or product packaging until the end of product use and / or product packaging.

Waste Reuse according to the Elucidation of Article 11 Paragraph (1) letter c Government Regulation Number 81 of 2012 concerning Household Waste Management and Waste Similar to Household Waste is an attempt to reuse waste in accordance with the same function or different functions and / or reuse parts of waste that are still useful without going through a process of processing first. Reuse is an activity to reuse materials or materials that are still suitable for use, such as using a handkerchief instead of tissue, reusing used mineral bottles for flower pots or using used sauce bottles for cooking oil containers.

According to Berge in his book *The Ecology of Building Materials* (2000), there are three hierarchical levels of recycling according to the benefits obtained, namely:

1. Re-use

Re-use or reuse is the highest level in recycling, which is to reuse the items that have been used but still have the remaining age.

2. Recycle

Recycle requires energy and process to make used materials into materials that are suitable for use.

3. Energy Recovery

Energy recovery is the lowest level in recycling. All materials that are impossible to use are burned to obtain potential energy that is still present in the material through the combustion process.

The essence of the purpose of recycling is to extend the useful life of an object or material. The longer the period of use of building materials or the possibility to be reused, the smaller the possibility of building materials causing waste and debris that pollute the environment.

METHODOLOGY




The research method used is a qualitative descriptive research method. Research conducted by means of collecting data qualitatively through observation and documentation of the case study which is strengthened by user interviews. Primary data was obtained through literature studies on the concept of recycling using the reuse method.




DISCUSSION

Based on the results of field observations, documentation and thus be discussed, it was found that used-goods used by residents to add aesthetic value to Kampong Pelangi can be categorized into four basic elements. The four elements are wood, plastic, used newspapers and iron pipes.

Each element of used goods is reused and transformed into elements that have different functions from the initial function and have aesthetic value. Not only change the shape of the used goods, the residents try to create simple things and colour them.

Table. 1: Result and Discussions
Source: Personal Analysis

WOOD ELEMENTS	DISCUSSIONS
	<i>Wakul</i> This rice container becomes an element of decoration that becomes a self-styled background. In addition to adding attraction as a photo background, this also becomes unique to the heart-shaped frame.
	Used-plywood is changing into media for a romantic message decoration to visitors.
	Used-bamboo is modified into a pot of ornamental plants that function as a fence for living houses. It adds to the shady and green impression of the house.

	<i>Tembir</i> The original tray used to separate whole rice and broken rice is now changed by the people of Kampung Pelangi as part of the alley's gate as well as 73 years of information on Indonesia's independence and information on independence dates in 1945 and 2018.
PLASTIC ELEMENTS	DISCUSSIONS
	The large number of stalls that sell ice blends in the Kampung Pelangi area have had an impact on many plastic straws. Utilizing the colorful waste of straws, Kampong Pelangi residents successfully made colorful hanging ornaments to beautify the facade of the house.
	The bucket cover that was originally imperfect or broken and cannot be used, now can be utilized and modified using paint and then changed the function to the bottom wall decoration of a unique dwelling house.



Bottles of used mineral water are found in trash cans in among Pelangi locations. Residents make the mineral water bottle waste into a gate. With the technique of connecting the bottle head and the tip of the bottle with another bottle forms a circular pole circuit as a signage that someone is entering a new area.



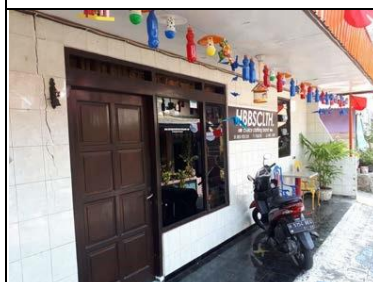
In addition to small-sized mineral water bottles, there are many large-sized plastic water bottles, besides functioning as plant pots, this bottle of garbage is also painted in colorful colors and combined with large water drum waste which is a decorative piece that beautifies the street corner.



Plastic spoons are often discarded when finished eating, this plastic spoon is modified by the villagers of Pelangi to become a glass frame. By utilizing the spoon head which is cut and arranged in a circle and layered to form a decorative glass frame like sunflower. This glass also functions as a public facility in Pelangi village.



Unused plumbing serves as a means of decoration for small plants on the road wall in one alley. In addition to coloring with various colors, this used pipe is also a means of planting pots.



In addition to mineral water bottles, residents in Pelangi Village also use used soft drink bottles as home ceiling decoration. This has a lively effect and is relevant to the colorful concept of Kampong Pelangi.



NEWSPAPER ELEMENTS



DISCUSSIONS

Paper waste is not spared by residents, paper waste is recycled into pulp which is used as wall decoration in various shapes and colors. At the same time it is the income of these residents to sell their artwork to visitors.

IRON ELEMENTS



DISCUSSIONS

This type of iron waste has small amount in Kampong Pelangi of Semarang. The use of iron waste is used as a steep road in Kampong Pelangi. In addition to being able to withstand strong loads, iron waste is also more durable.

CONCLUSION

Reuse is an efficient solution in Kampong Pelangi. Almost all of the alleys found in Kampong Pelangi utilize waste. Used-goods that are used or recycled are iron, plastic, wood and paper. The recycling concept

serves to break down the waste and beautify the location of Kampong Pelangi which is frequented by the public after raising a colorful theme. Besides being used for other functions. Recycling of used goods in Kampong Pelangi also has a positive impact and its own uniqueness in branding destinations. The recycling initiative originated from the residents themselves who have economic limitations to decorate the village.

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