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Application of Symbolic Architecture to The Design of The Fashion Carnaval Cultural Activity Center in The Jember City

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ABSTRACT

Jember is one of the cities in East Java that has been very famous globally. This city is dubbed a carnaval city because it organizes an annual festival, namely Jember Fashion Carnaval (JFC). It is a fashion carnaval that presents the creativity of Indonesian artists. This sort of event has so famed that many foreign visitors come and see it. JFC has become a significant event of entertainment and tourism that makes Jember and even Indonesian people proud. Moreover, this event exhibits cultural and art fashion shows internationally. Unfortunately, a specific place that can accommodate this activity has not been available yet. As a result, JFC and art show are paraded along the roads in Jember. Thus, a Cultural Activity Centre of Fashion Carnaval in Jember is necessary to be designed by employing symbolic architecture. To collect the data, the researcher implemented a field and literature study, and a descriptive analysis method. The macro concept of this design entitled iconic under the symbolic theme will make Jember a Carnival City. Meanwhile, the micro concept of recreational land order is actualized in a centered-circulation pattern, getting the JFC logo's philosophy. The micro idea of adaptive shape occurs by adapting the shape of the JFC symbol as the costume of the building. In contrast, the micro concept of thematic space derives from the philosophy of JFC fashion products which have different themes for every event. The facilities provide a show area, convention hall, organizer office, restaurant and inn, training and workshop, art gallery, and souvenir shop. They are designed to facilitate all activities related to JFC. Accordingly, this design is expected to be an area that can support the JFC event for youths who want to develop and continue the artworks produced by Indonesian people so that this event can last long and improve other subsequent events.

***Keywords**: Jember Fashion Carnaval (JFC); Jember; Symbolic architecture*

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Kota Jember merupakan salah satu kota di Jawa Timur yang kini telah mendunia. Jember cijuluki sebagai Kota Karnaval karena setiap tahun menggelar acara festival yang bertajuk Jember Fashion Carnaval (JFC). JFC telah menjadi sebuah *event* hiburan dan pariwisata raksasa kebanggan kota Jember dan Indonesia serta menjadi sebuah pagelaran seni budaya mode bertaraf internasional dengan penonton hingga berbagai negara. Namun, belum ada tempat khusus yang mewadahi kegiatan ini. Kegiatan biasanya berupa arak-arakan JFC dan pagelaran seni lainnya di sepanjang jalan kota. Oleh karena itu, dibuat suatu rancangan desain, yaitu Pusat Kegiatan Budaya Fashion Carnaval di Kota Jember. Tema yang digunakan dalam perancangan ini yaitu arsitektur simbolis. Dalam proses pengumpulan data, metode penelitian yang digunakan adalah metode penelitian lapangan dan literatur serta metode analisis deskriptif. Penerapan konsep makro dalam perancangan ini bertajuk ikonik, sesuai dengan tema simbolis yang menjadikan Kota Jember sebagai Kota Karnaval. Setelah itu, dilanjutkan dengan penerapan konsep mikro tata lahan rekreatif dengan pola sirkulasi memusat yang mengambil filosofi berdasarkan logo JFC. Untuk konsep mikro bentuk yaitu adaptif yang berarti mengadaptasikan bentuk dengan symbol JFC yaitu sebagai kostum bangunan dan mikro ruang yaitu tematik, yang mengambil filosofi berdasarkan hasil karya busana JFC dengan tema berbeda di setiap acara. Fasilitas yang terdapat di dalamnya adalah area pertunjukan, *convention*

hall, kantor pengelola, resto dan penginapan, pelatihan dan workshop, juga galeri seni dan toko souvenir. Fasilitas tersebut dirancang untuk mewadahi segala aktivitas yang berhubungan dengan JFC. Rancangan kawasan ini diharapkan akan menjadi suatu kawasan yang mewadahi acara JFC bagi putra-putri yang ingin memajukan dan meneruskan karya anak bangsa agar acara ini tidak pernah mati dan dapat terus mengembangkan rentetan acara lainnya.

Kata kunci : Arsitektur simbolis; Jember; *Jember Fashion Carnaval* (JFC)

INTRODUCTION

The existence of a carnival can always be a magnet for tourists. Celebration of self-expression can be a form of cultural identity in a place where the festival is held and a forum for the community to participate in creativity. The variety of cultures in Indonesia can be a unique attraction in a carnival because Indonesia has a variety of traditional dress modes that are very cultural, and each has its unique characteristics.

The city of Jember is one of the cities in East Java that has now become global—dubbed the City of Carnival because every year, Jember holds a festival entitled Jember Fashion Carnaval (JFC). A fashion carnival that showcases the creativity of Indonesian artists, which is now worldwide and even has many spectators who come from various countries. What makes this JFC carnival global is the fashion theme that is firmly referenced from the archipelago and combined with trending things.

Jember Fashion Carnaval has become a giant entertainment and tourism event, the pride of the city of Jember and Indonesia, and has become an international fashion art and culture show. With the rise of JFC celebrations, Dynan Fariz's hope with the Jember City government is to be able to establish an area that accommodates JFC events, starting from the place for its fashion culture performances, art galleries, as well as educational places about JFC for sons and daughters who want to continue to advance the work of the nation's children. So that this event never dies and can continue to develop a series of other events. So that the JFC celebration can continue to make Indonesia proud, because its existence is not only a mere social entertainment, JFC can be a tourist and educational destination for Indonesia and the city of Jember itself.

LITERATURE REVIEW

Symbolism Architecture

Symbolism is one of the discussions of semiotics in architectural science, which means the science of signs which comes from the Greek word "semeion / sign / symbol" which means any system that allows someone to view a specific identity as a sign or something meaningful [1]. Symbolic architecture can be interpreted as the use of symbols to express ideas architecturally to show the identity of architectural work and, at the same time, have symbolic meanings and values that can be generated through form, structure, and style [2].

Approaches to the Design of Cultural Activity Centers

In architectural design, not only the beauty of the form, but also the customs and culture of the surrounding community must be considered to create a meaningful building form. The beauty of a building lies in the proportion between the head, body, and legs of the building [3].

Fashion Carnival Cultural Activities

The cultural results created by fashion in JFC are symbols depicting people living in diverse and different characters and side by side. Fashion symbols contain complementary national insights so that they do not only look at themselves but also other people [4].

METHOD

In this research, the type of research conducted is descriptive research. In this method, observations will be made on the object of study to get an accurate picture based on the existing

facts [5], as a material for consideration and comparison of things that match the theme of symbolic architecture and the center of cultural activities for the fashion carnival in Jember City. Using this research method, it is hoped that it will facilitate its application in designing the object.

RESULTS AND DISCUSSION

Comparative study

Identification and Reasons for Selection of Case Study Objects 1

Object name : Taman Budaya Yogyakarta
Land area : 1.5 ha
Building area : 1.1 ha
Location : Jl. Sriwedani No. 1 Peeling, Kec. Gondomanan, Yogyakarta
Built since : 1977

The reason for choosing the case study object in Taman Budaya Yogyakarta is that it is an area for performances and arts in Yogyakarta. The shape of the building is a relic of the Dutch era, which has a solid and sturdy building structure. This building has an attractive design aesthetic value, and there are large columns that make the building have a majestic impression. By selecting the object of this field case study, it is hoped that the design in the design will also have advantages in terms of aesthetics and function so that it can be helpful in its use.

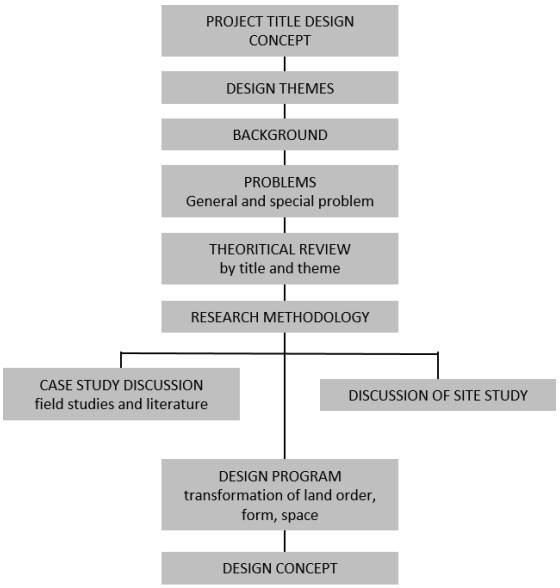


Figure 1. Methodology

Identification and Reason for Selection of Case Study Object 2

Object name : Taman Candra Wilwatikta Pandaan
Land area : 12.3 ha
Location : Sumber Gedang, Kec. Pandaan Pasuruan, East Java
Built since : 1963

The reason for choosing the object in Taman Candra Wilwatikta Pandaan is because it is an area for the largest performances and arts in East Java. The form of the building is a neo vernacular building which has a strong and sturdy building structure. This building has an attractive design aesthetic value. By selecting the object of this field case study, it is hoped that the design in the

design will also have advantages in terms of aesthetics and function so that it can be useful in its use.

Identification and Reasons for Selection of Case Study Objects 3

Object name : Arva School of Fashion Surabaya
Land area : 0.0530 ha
Building area : 0.0395 ha
Location : Ruko Golden Palace, Jl. Major General HR. Muhammad No.7 Surabaya
Built since : 1989

The reason for choosing the comparative study of literature at Arva School of Fashion Surabaya is that the title of the design chosen is a place for cultural fashion activities. Hence, all things learned in the fashion world are also related to the title of the taken project design. In order to be able to design buildings according to the functions required by the activities from the title taken.

Identification and Reason for Selection of Case Study Objects 4

Object Name : Taman Indonesia Kaya Semarang
Land area : 1.26 ha
Building area : 0.042 ha
Location : Jl. Minister Supeno No. 11 A, Mugassari, Semarang, Central Java
Built since : 2017

The reason for choosing the object of comparative study of literature is because Taman Indonesia Kaya Semarang is a park that has an open, unique performance area and also this park is rich in culture. Inside there are many supporting facilities that make Taman Indonesia Kaya attracts many visitors. So it is hoped that the object design can be superior in design as well as other supporting facilities. In order to become an area that attracts many visitors, not only in terms of performances but also other functions.

Space Program

Space Organization

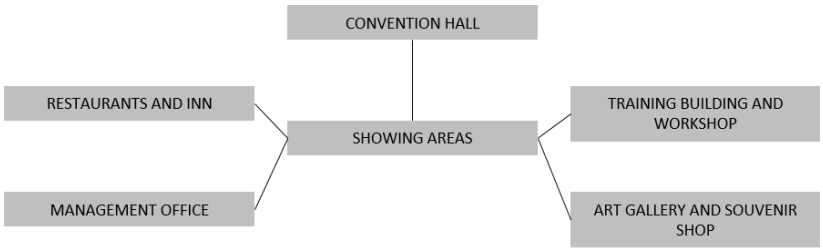


Figure 2. Spatial organization diagram.



Figure 3. Site analysis

Site Analysis

The location of the land to be used is precisely in Tegalrejo, Jember Lor, Kabupaten Jember, East Java with the selected land area is 3.8 ha. The land boundaries are as follows:

North : Empty land
South : Vacant land and roads
East : Settlement
West : River

- Based on the results of the climatological analysis of sunlight, the arrangement of the building must be very carefully considered to maximize the use of sunlight, so as to get natural lighting as a whole.
- Based on the results of the climatological analysis of water flow and rain, it will flow towards the river which is on the east side of the land. It will pay attention to the slope of the land to the east so that if it rains, water does not stagnate in the area.
- Based on the results of the wind and vegetation climatological analysis, trees around the site are needed to deflect airflow, so that air coming from the southeast can enter and spread throughout the site area.
- Based on the results of the climatological analysis of view to site and view from site, it is necessary to position the building that will display the beauty for visitors, also the view from inside the building towards the outside must pay attention to the view properly in order to provide comfort for visitors.

The application of green open space in an area is also very important. Besides its function as a protection area, it is also a means to create cleanliness, health, harmony, and environmental beauty [6]. So it is important to pay attention to aspects of the results of the climatological analysis.

Design Concept

The micro concept of land use in the design and planning of the Fashion Carnaval Cultural Activity Center in the City of Jember is Iconic. Because with the JFC celebration, the image of the City of Jember has become global. So the city was given the nickname as the *City of Carnaval*. Then a design will be made that can reflect the symbolic City of Jember with its Carnival City, which is also identical to the form of JFC's iconic works.

The micro concept of land use in the design and planning of the Center for Fashion Carnaval Cultural Activities in the City of Jember is recreational. Based on the creativity that gave birth to the beginning of the formation of JFC. So that the land use that will be applied is a metaphor for the transformed JFC logo symbol. Then use a centralized circulation pattern. Taking the philosophy of the JFC celebration then it can raise all aspects in the City of Jember and focus on the JFC event. Starting from the cultural aspect, with the celebration of the JFC event which has become the culture of the people of the City of Jember.

Then the economic aspects of the people of Jember City are increasing, as well as the tourism aspect which makes many local and foreign visitors come to Jember City to witness the JFC celebration.

Micro Concept The shape in this design is adaptive. The existing building consists of several supporting buildings, and there is a main building, the shape of the building will be made adaptive by adapting the costumes as the facade of the building.

The concept of micro space in this design is thematic. Based on the philosophy of JFC's fashion creations, which have a different theme every year, the theme is based on a blend of Indonesian culture combined with trending things.

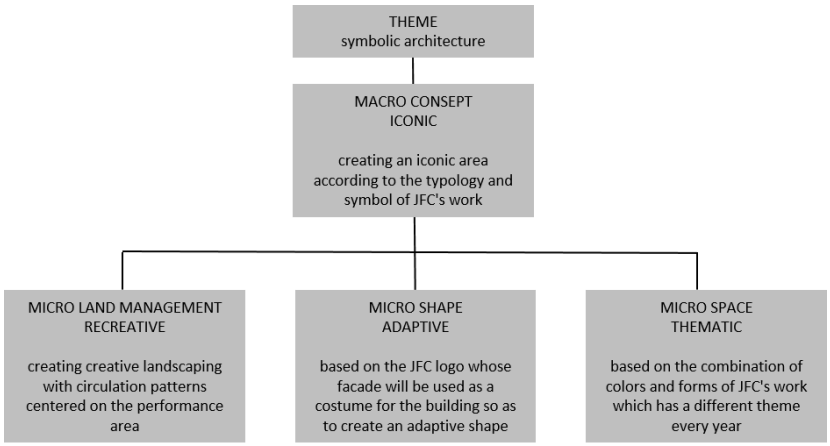


Figure 4. Design concept diagram



Figure 5. Land use

Design Results

Land Management

The concept applied in the following land plan is Recreation which has the philosophy of the JFC logo and uses a centralized circulation pattern, aiming to facilitate the circulation of visitors in their activities with the performance arena which is the center of the area.

Shape

The concept of shape design applied in this project is adaptive which means adjustment. The shape of the building adapts to the design title, namely costumes. So that the facade of the building will be made into a costume for the building.



Figure 6. The Shape



Foyer Convention Hall



Training Room



Souvenir Shop



Restaurant Interior

Figure 7. The Rooms

The application of the curved facade like a wing is an adoption of the symbol of the JFC logo. Which is applied as a costume/secondskin for buildings using GRC board material because it has a high degree of flexibility and is easy to apply as a secondskin façade.

Room

The concept of space design applied in this project is thematic, that is, it adopts several costume themes that exist in JFC. Starting from the coloring to the arrangement of the space.

CONCLUSION

The design of the Fashion Carnaval Cultural Activity Center in the City of Jember is a forum that will be built to accommodate the JFC celebration activities which have become very global, along with a range of other activities in the City of Jember. The goal is to maintain the preservation of JFC culture and other arts activities in the City of Jember, as well as to improve the economic and tourism aspects in the City of Jember. So that this place is not only intended for JFC activities, but can also be used for other activities in the City of Jember.

So with the design of this area, it is also expected to be able to increase the awareness of the younger generation to participate in maintaining and preserving Indonesian culture, especially in the city of Jember. The city which has the nickname as the City of Carnaval. So that the name of the city of Jember remains fragrant and continues to grow as this Carnaval City.

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