

Development Of Hero Street Center (Psc) Tourism Street Pahlawan Madiun City

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Abstract

The development of the tourism sector can be a driver of the regional economy. Indonesia, with its cultural diversity, has great potential to attract tourists through local asset management. PSC changed the image of Madiun City by adopting a concept similar to Jalan Malioboro in Yogyakarta, as well as building replicas of world icons such as the Merlion Statue, Statue of Liberty, Kaaba and Eiffel Tower. The method used was literature research with analysis using descriptive qualitative, namely referring. In the fifteen article manuscripts analyzed by accredited national journals, they were closely related to the keywords used which were obtained from Google Scholar, the data sources used were secondary data sources. Data collection was carried out by documenting all articles obtained in this literature review article. Data from the Central Statistics Agency (BPS) records a significant increase in the number of tourists until 2022. In addition, the restructuring of Jalan Pahlawan with improved aesthetic facilities has increased the attraction for visitors. Cross-sector collaboration between government and non-government institutions plays an important role in this success, enabling effective collaboration in achieving common goals. Pahlawan Street Center integrates various types of tourism, including shopping tourism, artificial tourism, and religious tourism, offering a unique tourism experience comprehensive. All of these initiatives show that effective tourism management and development can increase tourist attraction and encourage local economic growth. The construction of the PSC in Madiun City is an example of how innovative tourism management strategies can provide significant benefits to the regional economy.

Keywords: Development, Tourism, Icon, Tourism management.

Introduction

Tourism can be a factor that supports the regional economy. Indonesia as an archipelagic country that stretches from Sabang to Merauke has its own uniqueness in each region. The unique assets or characteristics owned by each region can be developed into tourist attractions that can be offered to tourists or visitors to the area (Aziz & Muarief, 2022). Assets that are usually owned by cities to offer to tourists are city parks and the interior of the city order, cities and urban order are one of the resources available in a city and can be managed into attractions or tourist destinations that are feasible to be developed for the tourism sector. The management of city parks and the interior of the city order must not be far from the city center where the city center is the center of all activities of the city so that the distance used by tourists who have an interest in visiting can be more efficient and practical (Aziz & Muarief, 2022). Development is a sustainable process that aims to improve social and economic indicators. This is in accordance with the Regulation of the Minister of Home Affairs of the Republic of Indonesia (Permendagri) Number 86 of 2017 article 1 (21) which states that regional development utilizes local resources to increase regional income, job opportunities, business opportunities, access and quality of public services, as well as to increase regional competitiveness in line with the implementation of government in its area of authority (Kurniawati et al., 2024).

The Madiun City Government started construction in its city center in 2020 which is now known as the Pahlawan Street Center (PSC). Madiun City as one of the cities in East Java Province has an area of 33.23 Km². One of the road accesses in Madiun City is Jalan Pahlawan. Jalan Pahlawan stretches from the north from the T-junction of the Madiun City Railway Station to the south of the Tugu intersection, as far as 1.32 km (Diana Erna & Qomarun, 2023). The development carried out by the Madiun City Government is in the form of improving public facilities and building city icons. Among them is renovating the Madiun City Heroes Street Center (PSC) which changed its image to resemble Malioboro Street in Yogyakarta City. The city government also built replicas of world icons, such as the Merlion Statue, the Statue of Liberty, the Kaaba, and the Eiffel Tower around the Heroes Street Center (PSC). The purpose of this development is to create a new branding of Madiun City as a means of increasing PAD through the tourism sector. This new branding will later become the city branding of Madiun City with the hope of introducing Madiun City to become more famous with characteristics that can make people curious to visit it. Based on an interview conducted by SoloPos East Java, the mayor of Madiun revealed that the development and arrangement of the PSC area has a great economic impact (Kurniawati et al., 2024)

Madiun is an area located in the lowlands of the western part of East Java province. This strategic location makes Madiun have a variety of tourist attractions ranging from natural tourism, historical tourism, religious tourism, educational tourism to artificial tourism. In 2019, the Madiun city government has gradually carried out the construction of an artificial tourist area, namely the Pahlawan Street Center. Pahlawan Street Center is located on Jalan Pahlawan, Kartoharjo, Kartoharjo District, Madiun City, East Java (Listiana & Purwanto, 2023). Data from the Central Statistics Agency (BPS) states that as of October 2022, the number of foreign tourist visits to Indonesia reached 3.92 million visitors, resulting in a foreign exchange income value of 4.26 billion USD. In addition, the number of local tourists has also

increased by 15 percent where there are 633 to 733 million domestic trips throughout the year. The number of local tourists can approach 800 million movements during the 2022 Christmas and New Year 2023 holidays (BPS, 2023)

In the development of Madiun City, especially in the Pahlawan Street Center Area, Jalan Pahlawan is transformed into an attractive area with unique aesthetic and artistic value. Along this road, the sidewalks are laid out not only for pedestrians but also as a recreation area, where at night, pedestrians can enjoy the beautiful lighting with classic poles, umbrellas, and elegant chairs as a resting place. The comfort of sidewalk users is considered by the selection of non-slip floor materials and special areas for people with disabilities. Around Pahlawan, in addition to office and business areas, there are also recreational spots such as the Sumber Wangi area with the Merlion Statue and the Sumber Umis area with a replica of the Kaaba and the Eiffel Tower. In addition, the comfort of road users is also considered by improving markings, traffic signs, and installing speed tables as pedestrian crossing areas that are integrated with sidewalks. Shade plants such as tabebuaya trees are planted (Rahardjo & Garside, 2023). The development of PSC tourism in Madiun City is also inseparable from cooperation between government and non-government institutions. Tourism development is part of a series of developments in a region so that cross-sector collaboration is needed to achieve common goals and have a positive impact on society. Collaborative governance is cooperation between various parties involved, who and do what, to control, reporting and evaluation mechanisms that are regulated in the process. The type of relationship that reinforces each other can maximize the benefits of cooperation if managed properly (Susanto & Ridwan, 2024).

Pahlawan Street Center (PSC) is one of the tourist attractions built by the local government of Madiun city. This development is in line with the 2020-2024 National Medium-Term Development Plan (RPJMN) program for the spirit of tolerance. Pahlawan Street Center is an artificial tourist destination that combines shopping tourism, artificial tourism, and religious tourism. Shopping tourism with the existence of three large malls, namely Matahari, Plaza Lawu, Giant, and Micro, Small and Medium Enterprises (MSMEs). Artificial tourism with the construction of a miniature Eiffel tower, a statue of a Merlion, a Europa house, a gallery of 6 countries. Religious tourism with the construction of the Kaaba and Replica of 6 places of worship. The combination of these three tourism concepts is integrated and well connected, so that it can support a person to get a lot of learning and benefits from three different tourism concepts in one moment of travel (Ridho, 2023). This Hero Street is a protocol path that is able to describe the image and identity of the city of Madiun. Jalan Pahlawan not only has supporting infrastructure for the City of Madiun, but also a historical, economic, and socio-cultural picture, Pahlawan Street Center is designed to be an interesting tourist attraction presenting a pedestrian path with beautiful aesthetics and presenting several replicas of statues from abroad. This causes Jalan Pahlawan to become increasingly known and crowded with visitors (Diana Erna & Qomarun, 2023).

Jalan Pahlawan Madiun, East Java Province is a corridor or main road from the center of Madiun City with a strong historical character and becomes a heritage area. The road, which stretches from north to south from the Madiun Railway Station junction to the Tugu intersection, is an important road as well as the starting point for the development of Madiun City. This road is a corridor from the center of

the Madiun City government, offices, trade, and services. The architectural condition consists of historical buildings with Colonial architectural style which is currently functioning as government offices and shops combined with modern buildings as shopping centers along with the development of the city. Seeing the history, location, and importance of Jalan Pahlawan Madiun has the opportunity to shape the image of the city (Nurfebriana Purbadevi & Raidi, 2022). Therefore, the author's goal is to increase the attractiveness of local tourists and encourage local economic growth through increased tourist visits.

Literature Review

The theme of this article was discussed by Isni Wahidiyah Susanto, Asrifia Ridwan in an article entitled *Pengembangan Pariwisata Berbasis Collaboration Governance di Pahlawan Street Center (PSC) Kota Madiun*. In this article, we discuss the development of Madiun City PSC tourism can develop inseparably from the role of the Madiun City government to collaborate with various parties, be it with the government, the private sector and the local community. In addition to presenting many tourists and investors, the development of the area also has an economic and social impact on the surrounding community (Susanto et al., 2024). The theme of this article was also discussed by Muhyiddin Aziz, Ridho Muarief in an article entitled *Daya Tarik Pahlawan Street Center Sebagai Destinasi Wisata Kota Madiun*. In this article, we discuss the attraction of Pahlawan Street Center as a tourist destination because there is an interesting scenery and atmosphere, tourists can do fun things and tourists can shop there (Aziz & Muarief, 2022).

The theme of this article was also discussed by M Budi Rahardjo, Annisa Kesy Garside in the article entitled *Penataan Kawasan Perempatan Tugu Kota Madiun*. In this article, we discuss the city of Madiun in stages and focus on starting with development. Gradually constructing an area which is now known as the Pahlawan Street Center area, it is hoped that with this development the city's economy can be boosted by the large number of tourists visiting the city of Madiun. In this article, part of the construction of the Pahlawan Street Center is presented, namely the arrangement of the Madiun City Monument intersection area (Rahardjo & Garside, 2023). The theme in this article was discussed by Dhea Dwi Kurniawati, Amalia Kulsum, Adilla Secio Meilandri in the article entitled *Peran City Branding Dalam Meningkatkan Pendapatan Daerah Sebagai Transformasi Ekonomi Yang Inklusif Dan Berkelanjutan*. This article discusses that the city branding strategy carried out by the Madiun City government has been running effectively, which can be seen from the increase in the number of visitors to Madiun City every year and the increase in PAD which has a positive value after the construction of infrastructure in the form of replicas of world icons at the Pahlawan Street Center (PSC) Madiun City (Kurniawati et al., 2024).

The theme in this article was also discussed by Arnis Dewi Saputri, Nasywa Anggita Zahrandia Shafana, Yoga Valentino, Muhammad Abyan Al Irsyad, Dimas Pramodya Dwipayana in the article entitled *Sistem Urban Tourism Kota Madiun*. In this article, we discuss travel provisions at PSC based on the history of this place being used as a tourist destination because it is an administrative center so there are a lot of them. There are activities that have become a tourist area until now it has become a tourist area. Malioboro is also a commercial and service area and is close

to other tourist attractions. There are 6 ideas for developing PSC urban tourism areas obtained from these results. There are several concepts that can be applied in the field of PSC tourism, especially the concept of cultural heritage tourism and the concept of cultural terraces (Saputri et al., 2023). The theme in this article was also discussed by Faradilla Nurfebriana Purbadevi, Samsudin Raidi in an article entitled *Identifikasi Kesesuaian Revitalisasi Streetscape Jalan Pahlawan Sebagai Pembentuk Citra Kawasan Kota Madiun*. In this article, we discuss the suitability of revitalization in the development conditions of the Jalan Pahlawan streetscape based on physical elements and activities, which are identified in achieving the revitalization goal which has three components that are needed as the potential to form the image of the Madiun City area in the form of identity, structure and strong meaning in the Jalan Pahlawan corridor. Madiun after revitalization has become a center for government, shopping and culinary activities (Nurfebriana Purbadevi & Raidi, 2022).

Research Methods

The author uses library research, to obtain data, the author collects, analyzes, organizes sources from articles, books, previous research on library studies. Then the researcher concludes and presents matters related to the literature review in a simple way (Hadi & Afandi, 2021). This type of research is library research (library research) with analysis using qualitative descriptive, namely by describing or explaining the data researched or obtained referring to fifteen article manuscripts analyzed by accredited national journals that are closely related to the keywords used which were obtained from Google Scholar, the data source. used is a secondary data source. Data collection was carried out by documenting all articles obtained in this literature review article.

Results and Discussion

Madiun has a wealth of historical buildings and cultural arts that are rooted as an identity. The era of globalization causes cultural degradation which has an impact on the diminishing existence of culture. The strategic location of the city of Madiun has resulted in the shift of land in the city center to modern buildings which has an impact on the condition of the Urban Heat Island (UHI) due to the reduction in green open space. With the development and arrangement that continues to be carried out by the Madiun City Government, the PSC area has the potential to become a leading tourist destination in East Java that is attractive to tourists. Apart from that, this location also has strategic potential to improve the local economy. With colonial and Mataraman remains, Madiun City has a lot of tourism potential. It is very important to integrate tourism, so as to create a holiday experience for tourists. Two ancient mosque sites in Madiun City, the Taman Mosque and the Kuncen Mosque, show a correlation between the Colonial and Mataram era clusters located in the Jalan Pahlawan corridor. The historical relationship between the two Clusters will allow integration to occur there (Saputri et al., 2023).

Development Strategy

According to Rifandi Hermawan (2022) The main focus or basic policy choices that will be made to influence the progress of Pahlawan Street Center as an icon of Madiun City in the future. Determining the assumptions and choosing the right strategy to apply in the development of Pahlawan Street Center is as follows:

1. Improving the quality and maintaining the originality of tourist destinations
2. Maximize the promotion of tourism potential through print and online media and the Madiun city government website
3. Construction and expansion of the parking area
4. Providing integrated transportation with other tourist areas in Madiun City
5. Provide assistance and improve the quality of human resources related to tourism
6. Presenting and offering unique and interesting local tourism products and local wisdom attractions
7. Collaborating with local influencers as tourism ambassadors to introduce and branding Madiun City tourism
8. Addition of tourist facilities while maintaining the originality of the Pahlawan Street Center area

From the correct choice of strategy, the key factors for the success of the strategy are professional tourism management and consistency in tourism development so that it is able to compete with other regions, community participation in the development process, and the quality of human resources in the tourism sector.

The Madiun city government is starting to develop the right strategy to introduce city branding for the city of Madiun as a city of warriors. One of the strategies carried out by the Madiun city government is to start urban planning in the center of Madiun city, namely at Pahlawan Street Center (PSC) and build replicas of world-famous icons. The arrangement of the Pahlawan Street Center (PSC), which is made to resemble Jalan Malioboro in the city of Yogyakarta, has attracted the attention of residents and visitors from outside the area who stop by the Pahlawan Street Center (PSC) of Madiun City to enjoy the night atmosphere of the Warrior City. Feeling successful with the arrangement of the Pahlawan Street Center (PSC), the Madiun city government has begun building replicas of world icons every year around the Pahlawan Street Center (PSC), precisely in the Sumber Umis Park area. Starting at the end of 2020, the Madiun city government inaugurated a replica of the Merlion Statue from Singapore, continued in 2022 the Madiun city government inaugurated two replicas, a miniature replica of the Kaaba from Mecca and a replica of the Eiffel Tower from Paris, and at the end of 2023 the Madiun city government inaugurated three replicas. New icons are the Statue of Liberty from New York, a replica of the Big Ben clock from London, and a windmill from the Netherlands. Even though the inauguration was carried out during COVID-19, it turned out that this influenced visitors from outside the area to visit the city of Madiun. This can be seen by the increasing number of visitors coming, around 450 thousand visitors in 2020. Although there was a decrease in visitors in 2021 due to social distancing, in 2022 there was a significant increase in visitors over the last decade reaching 543

thousand tourists visiting the city of Madiun. increased by 35.47%(Susanto & Ridwan, 2024)Various supporting facilities will continue to be equipped. Such as the addition of free tour buses for visitors in the Pahlawan Street Center (PSC) area. Together with the Madiun City Transportation Department, there is now the Madiun Bus On Tour or what is often called the Mabour Bus, which has been present since July 14 2020. This million lights night tour service can be enjoyed by anyone without any fees or is free. The existence of Mabour is intended to maintain the security and comfort of visitors who want to tour the city of Madiun (City Tour) to enjoy the beauty of the city at night.

Impact of Development of Pahlawan Street Center in Madiun City

Vehicle traffic is quite dense on this road because it is the city center, Jalan Pahlawan, Madiun City, East Java, which is the center of trade, government offices, hotels and banking. The busyness and liveliness of Jalan Pahlawan is very different from 10 years ago, that year the flow of vehicles was already quite dense, but the facilities on the side of the road were not as complete and beautiful as they are now. Attracting attention are the Sumber Wangi Park and Sumber Umis Park areas on Jalan Pahlawan. The Sumber Wangi Park area is just north of Madiun City Hall, while Sumber Umis Park is opposite or just north of Plaza Madiun(Idealoka, 2024)

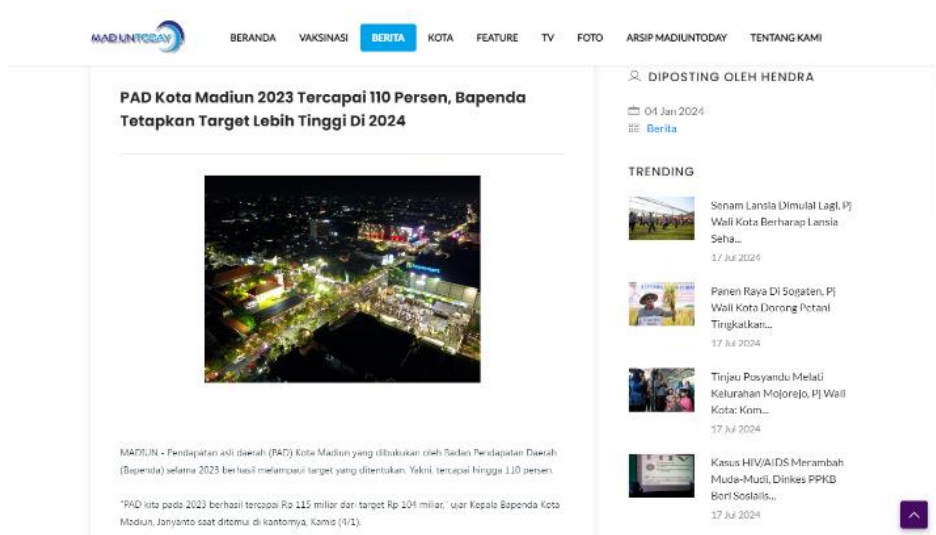
Now a complete set of 6 country icons in the world stand in the center of Madiun City, East Java. The Mayor of Madiun is targeting 10 million local residents to be able to visit. It is hoped that the 6 replicas of tourist icons will increase and become the 2024 New Year icon for tourists to visit the City of Warriors, a country icon built including the Wall of China, Egyptian pyramids, Burj Khalifa, Singapore's iconic Merlion, Saudi Arabia's Kaaba, and the Eiffel Tower.(Detik, 2024). During the day, this Kaaba replica is used for Hajj rituals and Islamic learning for school students. The tower, which is about 30 meters high, looks very beautiful at night, equipped with decorative lights. This Eifel replica is also a target for photography lovers(Solopos, 2024). The effect of the icon on Jalan Pahlawan is an increase in tourists, the January-September 2023 period increased compared to the previous year, reaching 587,946 people. Meanwhile, there are 400 foreign tourists. This number is an increase compared to the number of visits in the previous two years, namely 543,207 domestic tourists throughout 2022 and 350,554 people throughout 2021(Antara, 2023).

The role of City Branding in increasing Madiun City's Economic Income

Based on information reported by Madiun Today, it is stated that Madiun City's original regional income (PAD) recorded by the Regional Revenue Agency (Bapenda) during 2023 has succeeded in exceeding the specified target. Namely, reaching up to 110 percent. This was revealed by the Head of Madiun City Bapenda, Jariyanto, who stated that this achievement was the result of efforts to optimize and intensify regional income sources. In percentage terms, the highest PAD contributor comes from the Hotel and Restaurant Tax sector. In nominal terms, the highest contributor to PAD comes from BPHTB taxes. The remainder comes from several other sectors, namely, Entertainment Tax, Advertisement Tax, Street Lighting Tax, Ground Water Tax, and Land and Building Tax. Head of Bapenda, Jariyanto, said that

for 2024 the PAD target is IDR 102 billion and this figure could increase considering the tax potential during 2024.

Figure 1. Madiun regional original revenue 2024



Source; (madiuntoday.id 2024)

There are 3 stages in determining the PAD target in 2023. The first stage of Bapenda's pure APBD targets PAD of IDR 92 billion. Then, in the 2023 P-APBD the figure increased to IDR 102 billion. Furthermore, the target will increase again to IDR 104 billion in PAK 2023.

Conclusion

The development of the tourism sector in Madiun City, especially through the development of the Pahlawan Street Center (PSC), has had a significant positive impact on the regional economy. The city of Madiun, with its various unique assets and local characteristics, has succeeded in utilizing local resources to create an innovative and attractive tourist attraction. The Madiun City Government started the PSC transformation in 2020 with the aim of making this area a new icon similar to Jalan Malioboro in Yogyakarta. This initiative includes the construction of replicas of world icons such as the Merlion Statue, the Statue of Liberty, the Kaaba and the Eiffel Tower, which aims to strengthen the city's branding and increase local revenue through the tourism sector. Empirical data shows that PSC development not only increases the number of local and foreign tourist visits but also has a large economic impact. With improved infrastructure and aesthetics along Jalan Pahlawan, Madiun City has succeeded in attracting the attention of tourists who are looking for unique and diverse tourism experiences. The development of PSC tourism in Madiun City is also inseparable from cross-sector collaboration between government and non-government institutions, which allows for effective collaboration to achieve common goals. By integrating various types of tourism such as shopping tourism, artificial tourism, and religious tourism, PSC has succeeded in offering a complete and attractive tourism experience for visitors. Overall, the construction and arrangement of PSC in Madiun City has not only succeeded in increasing the attraction of local tourists but also encouraged growth. local economy through increased tourist visits.

This initiative is an example of how effective tourism management and development can have a positive impact on the regional economy. Madiun City's PAD achievement in 2023 which exceeds the target shows the good performance of Bapenda in managing regional income sources. With the right strategy and efforts to increase taxpayer awareness, it is hoped that Madiun City's PAD will continue to increase and be able to support sustainable regional development.

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