

Urban Art as an Identity Branding of Kampong Ketandan Surabaya

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Abstract : Surabaya, is one of the oldest cities in Indonesia. Most of the old quarter city of Surabaya is an ancient Kampong. Ketandan is one ancient Kampong in the center of Surabaya, surrounded by a thriving trade area. These conditions make Kampong vulnerably degraded of environmental quality and tended to lose their cultural identity. Norms and values eroded by the rapid development of its local surroundings. Through Kampong conservation programs, Surabaya city government established Ketandan as one of the urban heritage. To achieve the ideal condition of urban heritage, public participation is required. One thing that can generate a motivation for Kampong Ketandan community participation is to rediscover the identity of Kampong Ketandan. This research aims to explore the appropriate method to rediscover the identity of Kampong Ketandan. Through qualitative research methods, based on observations and focus group discussions, it was concluded that mural mentoring program was the best method that can be accepted by the Kampong community to rediscover their identity. Mural as one of the urban art form, able to motivate Kampong community to express their self and bring an icon to their Kampong. The benefits of this research are to provide input to the city government and the private sector to preserve urban heritage, moreover, to transform an urban heritage into a productive space in urban areas in order to enhance city revenues.

Keywords : Kampong, Kampong Ketandan, mural, Surabaya, urban, urban heritage, urban art

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