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The Effectivity of Revitalization of Sarinah Building with The New Functions As De Braga by Artotel Hotel

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Abstract: Braga Street known as the old town historical area with colonial building style in Bandung. Braga was an abandon area with poor environment and historical degradation a cause for concern. Many buildings unused and most of this change its functions not as expected that increase the negative perception for Braga area. The effort have been made by the Government and concerned community organizations to restore the existence of the Braga area, accompaned with the legal of cultural heritage area. The Braga area began to be revitalized, in colaborate with many participants including the private sector. One of the revitalized is Sarinah Braga Building. The building was previously a bustling fashion store in the 1970s until finally closed in 1990, was abandoned for more than 10 (ten) years and has been converted into a boutique hotel with an Art Deco concept. Hotel de Braga consisting of two masses, including podium and tower area, each from ground to 3rd floor and from 4th to 14th floor. As an adaptation of the regulations, the front building is maintained, with the 'sarinah' sign still being left attached to the wall. Using the mixed methods research, this research performed by analyzing phenomena, conducting observations, interviews, and documentation. From the results of the study, it has found that the physical aspect of the revitalization of the Sarinah building with the new function of Hotel de Braga has met the requirements and achieved a satisfactory level of success. In social, economic, and institutional aspects, the results are still things that need to be improved in terms of empowering the surrounding community, green planning, and the regulation that related of both in the Braga area.

Keywords: revitalization; hotel; braga area; art deco; heritage building

Kajian Efektivitas Revitalisasi Pada Bangunan Cagar Budaya Sarinah Dengan Fungsi Baru Hotel de Braga by Artotel

Abstrak: Jalan Braga merupakan kawasan yang memiliki nilai historis yang tinggi di Kota Bandung. Sebelum gencar dengan kegiatan revitalisasi, Kawasan Braga mengalami degradasi nilai historis seiring dengan berkurangnya daya dukung lingkungan Kawasan Braga. Sejumlah bangunan terbengkalai, tidak berkembang sesuai fungsinya, dan makin padatnya arus lalu lintas di kawasan ini menambah kesemrawutan di Kawasan Braga. Banyak upaya yang dilakukan oleh Pemerintah maupun organisasi masyarakat yang peduli, untuk mengembalikan eksistensi Kawasan Braga. Upaya ini juga dibarengi dengan keluarnya kepastian hukum tentang kawasan cagar budaya Braga. Kawasan braga mulai direvitalisasi perlahan, termasuk upaya kerjasama dengan swasta dalam revitalisasi bangunan. Salah satu bangunan yang direvitalisasi adalah Gedung Sarinah Braga. Gedung yang sebelumnya merupakan toko busana yang ramai tahun 70-an hingga akhirnya ditutup tahun 1990, sempat terbengkalai selama lebih dari sepuluh tahun, kini diubah menjadi sebuah hotel butik berkonsep Art Deco. Hotel de Braga memiliki dua massa bangunan, masing-masing podium (lantai dasar sampai lantai tiga) dan menara (tower) dari lantai 4 sampai empat belas. Sebagai adaptasi dari peraturan, bangunan utama gedung tetap dipertahankan, dengan sign 'sarinah' yang tetap dibiarkan menempel di dindingnya. Penelitian ini dilakukan dengan menggunakan metoda deskriptif kualitatif, dengan menganalisis fenomena, melakukan observasi, wawancara, dan dokumentasi. Dari hasil penelitian diperoleh bahwa secara aspek fisik revitalisasi bangunan Sarinah dengan fungsi baru Hotel de Braga telah memenuhi ketentuan dan mencapai tingkat keberhasilan yang memuaskan. Secara aspek sosial, ekonomi, dan aspek kelembagaan, hasilnya baik, namun masih ada yang harus ditingkatkan dari segi pemberdayaan masyarakat sekitar, tata hijau, dan peraturan terkait yang dapat secara jelas mengatur kedua hal tersebut di Kawasan Braga.

Kata Kunci: revitalisasi; hotel; braga; art deco; cagar budaya

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1. Introduction

The Braga area are the cultural heritage area of the city of Bandung, namely the historic City Center Area, with the Braga sub-region. This area has many heritage buildings and colonial city patterns with a distinctive building style known as art deco. Over time, more modern buildings began to appear in this area which resulted in the fading of the characteristics of the buildings that were previously a unified image. (Santoni, 2014 in Salsabila, 2019). The efforts to improve the Braga area are needed so that this area does not lose its characteristics which will result in the loss of tourist attraction in the Braga area. One of the efforts made is revitalization. The Sarinah building, which is included in category C, is one of the heritage building in Bandung city center and is one of the revitalized buildings. The Sarinah building was previously a center for clothing shops from the colonial era until it was nationalized under President Soekarno. Due to the existence of a cultural heritage building, the Sarinah Braga Building was revitalized into a boutique hotel with an art deco style. Many parts of the building have been replaced, especially in the rear area of the building which has collapsed and been overhauled. The part that is preserved, as well as a cultural heritage object is the front area of the building with the Sarinah logo taken from President Soekarno's handwriting. This revitalization effort was carried out in order to complete the revitalization of the historic corridor on Jalan Braga, especially the intersection of Jalan Naripan-Jalan Asia Afrika (Jalan Braga Kecil). This research was conducted to determine the level of success of the achievement of the revitalization of the Sarinah Braga Cultural Heritage Building and the surrounding Braga Area.

In a previous study on Appreciative and Recreative Perspectives in the Cultural Conservation Area Case Study: Braga Region, it was stated that Braga based on an appreciative perspective, has an attractive heritage of historical buildings and hopes that Braga will become a conservation area. Meanwhile, the recreational perspective considers Braga as an entertainment area that is unique and hopes for the commodification of the Braga area (Salsabila, 2019). However, in this study, the aspect of tourist perception is considered an ideal source of data. Meanwhile, the results of revitalization according to local regulations must provide benefits to improve the quality of life of the community and maintain local cultural characteristics, not only tourists.

In another study regarding the contextuality of the design of Hotel de Braga for the Sarinah heritage building, it was stated that Hotel de Braga uses the contextual concept as seen from its composition and the building shape. The forms, ornaments, and materials are reflecting the building and the environment characters of the Braga Street (Rahma hesa, 2020). In this study, the contextual aspect is more emphasized on the physical form that becomes the architectural identity of Hotel de Braga, while the revitalization process does not only involve an heirloom but is also responsive to the surrounding environment.

2. Methodology

The method used in this research is descriptive qualitative. Descriptive research is one type of research whose purpose is to present a complete picture of the social setting or is intended to explore and clarify a phenomenon or social reality, in this case the revitalization process itself. The effectiveness of revitalization is assessed from a number of variables tested, including the suitability of the new function with efforts to preserve Cultural Conservation Objects; improve the quality of the regional and community environment; and preserving local culture. This method produces an accurate picture of community groups and areas, describes the mechanism of a process or relationship between the new function and the cultural heritage function, and provides a complete picture of the achievement of the revitalization goal.

2.1. Collecting

In the process of collecting primary data, identification and observation were carried out through field surveys and interviews. The process of collecting secondary data is carried out with the literature studies including the previous researchs and the related archives such as photographs, articles, news, and books.

2.2. Analysis

The analytical method used in this study is a Likert scale. The Likert method is an attitude statement scaling method that uses the response distribution as the basis for determining the scale value. The statement is determined by the distribution of the responses agree or disagree from a group of respondents who act as the test group. Respondents indicated their level of confidence with an objective/subjective statement or evaluation. The more the number of items, the less reliability. Likert scale can show elements expressed in several alternative responses (VG = Very Good, G = Good, C = Fairly Good, P = Poor, NG = Not Good). In this study, researchers conducted interviews with several actors in activities that were directly or indirectly related to the object of research, including: hotel management, hotel staff, cultural heritage associations, informal shop owners, parking attendants, formal restaurant waiter, and tourists.

3. Revitalization and History of The Sarinah Building

a. Revitalization

In most areas of historic cities or old cities throughout Indonesia, there has been a decline in physical and economic quality, due to new developments that are difficult to control (Wuisang, 2019). According to Martokusumo (2002) in Wuisang (2019), physical decline occurs due to time/age factors, weather, earthquakes, tsunamis, motor vehicle smoke pollution, or due to poor maintenance mechanisms, and also the internal- external factors such as the supporting from the existing activities, and the external factors such as creating of modifications or related additional functions that affect the performance of the building, and other factors are public perception.

Revitalization is an effort to reorganize an area or a building condition to increas its value by adding activities such as economic, social, and cultural that produce an optimal productivity of the urban areas (Wibowo, 2020). According to Peraturan Daerah Kota Bandung Nomor 7 Tahun 2018 BAB 1 pasal 1 poin 31, revitalization is a development activity aimed at regrowing the important values of Cultural Conservation by adjusting the function of new spaces that do not conflict with the principle of preservation and cultural values of the community. Revitalization is carried out in several aspects (Martokusumo, 2002 in Wuisang, 2019), such as Physical intervention, Economic and Social Rehabilitation, and Institutional Support. In the aspect of physical intervention, efforts are made to improve the condition (quality and physical) of the building, structuring the area's green space, and accessibility. From an economic point of view, short-term revitalization needs to be carried out by improving the physical place and the natural surroundings. Physical improvements to the area can provide added value to the city area. For this reason, it is necessary to develop mixed functions as a driver of new economic and social activities or vitality. Revitalization in the social aspect aims to create an attractive environment and has a positive impact that increases the dynamics in the social life of the urban community. The last aspect is the good institutions to create a social environment.

b. Cultural Heritage Building

According to Undang Undang Republik Indonesia Nomor 11 tahun 2010, the cultural conservation shall mean the cultural objects including buildings, structures, sites, and areas on land and/or in water that need to be preserved because they have important values for history, science education, religion, and/or culture through the determination process. Cultural Heritage Building is a group of historic buildings and their environment, which have historical, scientific, and socio-cultural values, both present and past (BurraCharter, 1992 in Wahyuni, 2018)

Based on Peraturan Daerah Nomor 7 Tahun 2018, Sarinah Building is included in category C for the heritage buildings because the area behind the building has been exhausted. The implementation of the preservation for category C buildings is carried out by the following conditions: changes to the building are permitted while maintaining the original character of the building; the ornaments detail and the materials can be adapted to the architecture from surrounding buildings so as to form a harmonius environment; in the cultural conservation site it is possible to have additional buildings in accordance with the character of the environment; and the building activities can be adjusted following the regulation from the spatial plan.

c. Braga Area

Braga area is an area that during the Dutch Colonial period was called Bragaweg, formerly known as Karrenweg or Pedatiweg, is a road located between Jalan Suniaraja (Soeniaradjaweg) in the north and Jalan Asia Afrika (Grote Postweg) in the south (Katam, 2017). Bragaweg began to develop along

with the emergence of plans due to relocate the Dutch East Indies capitals (from Batavia to Bandung) in 1916. In 1920 the implementation of Jaarbeurs contributed to the development of Jalan Braga into a commercial area. In the 1930s the Braga area had become an exclusive shopping center and an attraction for foreign tourists, so it earned the nickname De meest Eropeesche winkelstraat van Indie (Ratih, 2018).

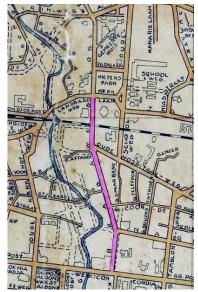






Figure 1. Section Naripanweg (Gedung Denis) (1), intersection Gang Coorde (Gedung Hellerman) (2), and southern Fuch en Rens (3) source: Nostalgia Bragaweg Tempo Doeloe (Katam, 2017)

Braga began to be abandoned since the Japanese colonialism. After the independence period, Bandung was still in the struggle for independence marked by the Bandung Lautan Api incident. Then in 1963's, racial riots began to

flare up which lasted until 1973. In 1980 it was discovered that, at the high school level, several students in several schools began to form motorcycle gangs. Then began a lot of commotion and riots that disturbed the local residents. Over the years, Jalan Braga has undergone a change in function, from a place that was initially comfortable for pedestrians to become a fast-track arterial road. Many posters are in the form of offers to sell or even contract on buildings that are no longer maintained (Kustedja, 2008).

Since the end of 2007, in some areas at the northern end of Jalan Braga there have been changes to repairs to some buildings to be cleaner and used as new places of business. Starting from the opening of the former Permorin land; Fuchs & Rens, became Aston Braga City Walk.

d.Sarinah Braga Building

The Bragaweg segment from the Grote Postweg – Naripanweg intersection or commonly called Braga Kecil has several buildings, one of which is the Belang Onderling Store (OB), which is the second branch of OB Amsterdam, one of the Dutch fashion centers (Katam, 2007).



Figure 2. The photo of Grote Postweg – Naripanweg source: Nostalgia Bragaweg Tempo Doeloe (Katam, 2017)

After the OB closed, the building was left empty for a long time. In the 1960s the building was used as a Sarinah department store. The name Sarinah comes from the name of Soekarno's caregiver in childhood. Soekarno initiated a one-stop shopping center after visiting a number of countries that already have modern shopping centers. In the mid-1990s the Sarinah retail was closed, and the building was empty again and was planned to be used as a hotel building, but there was a problem with the status of the building which was a cultural heritage.

Being an abandoned building, finally the back of this shop building collapsed by itself.



Figure 3. The existing of Gedung Sarinah (2012) source: https://www.serbabandung.com/gedung-sarinah-bakal-jadi-hotel-bintang-4/.html

e. Hotel de Braga

Hotel de Braga by Artotel was built on the land of the former OB Shop and Sarinah retail, located at Jalan Braga No. 10. The revitalization process starts from the formation of a mass of buildings that are created to respond to the surrounding area. The implementation is carried out through zoning and circulation arrangements on the site and inside the building. For the facade, the architect applied a design that adheres to a strong Art Deco style. The style applied is adapted from Art Deco de stijl which was applied to the old Sarinah building around the 1920s. From the perspective of the mass of the building, the architect is able to carefully study the results of the most effective site analysis to be applied in the design, including how to implement the facade on the exterior with the Art Deco style so that it can be in line with the styles of the old buildings around it. As a mark of the building, the large area of the facade at the front has been repainted in white. The dominance of the white color is applied as an effort to restore the existence of the building and restore the memory of the early era of Sarinah Braga. The shape of the initial three floors built in harmony with the Denis Building (Bank BJB) next to this building.



Figure 4. Hotel de Braga with Art Deco style inspired by Sarinah bulding source: https://www.constructionplusasia.com/id/de-braga-by-artotel/

4. Result and Discussion

According to Sugiyono (2009:60), Variables are everything in any form determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn. Based on the theoretical study, the research variables were obtained as follows:

Tabel 1. Revitalization variables for de Braga as Heritage Hotel

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Independent Variables	Dependent Variables		
1. Physical intervention	a. Maintaining the main character of		
(The suitability of the new function	the building		
with efforts to preserve Cultural	_		
Conservation Objects)			
	b. The ornaments detail and the		
	materials can be adapted to the		
	architecture from surrounding		
	buildings		
	c. It is possible to have additional		
	buildings in accordance with the		
	character of the environment		
	d. The building activities can be		
	adjusted following the regulation		
	from the spatial plan		
2. Economic and Social Rehabilitation	a. Improving the quality and physical		
(Improving the quality of the	condition of the building		
environment area)			
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	b. Improving the quality of the green		
	siteplan		
	c. Repairing the spacial connecting		
	system		
	d. Repairing the green open space		
3. Economic and Social Rehabilitation	a. Accommodating formal and		
(Increasing the social life of the urban	informal economic activities		
community)			
	b. public realms		
	c. Place making		
4.Institutional Support	a. Institutional development and		
	strengthening		
	b. Maintain cultural values		
	c. Strengthening information about		
	cultural heritage		
	_		

From the variables above, some of aspects to measure effectiveness of revitalization can describing below:

1.Physical intervention

a. Maintaining the Main Character of The Building.

Changes in the function and design of some parts of the building still retain the characteristics of the Sarinah Building, namely the sarinah logo, which is a logo taken from the handwriting of Ir. Soekarno and has been confirmed by PT. Sarinah and the Revitalization Architect Team. The front view of the Sarinah building has also not been changed while still applying a design that is closely related to the Art Deco de stijl style. As a signature of the building, the large area of the facade has been repainted in white. The dominance of the white color is applied as an effort to restore the existence of the building and restore the memory of the early era of Sarinah Braga.



Figure 5. Characters in buildings past and present source: https://finance.detik.com/properti/d-1975457/sarinah-gelontorkan-rp-90-miliar-bangun-hotel-di-braga-bandung https://www.constructionplusasia.com/id/de-braga-by-artotel/

b. The Ornaments Detail and The Materials can be Adapted to The Architecture from Surrounding Buildings.

The podium is aligned with the BJB bank beside it, this is a request from the cultural heritage expert team (TACB) who wants the Sarinah building podium to be made parallel to the BJB bank which is has A category for cultural heritage building. The curved side of the building is a characteristic that cannot be separated from the Art Deco style building. The adaptation of this style is also applied to the podium of the Hotel de Braga. The interior area of the building also conforms to the Art Deco` style. The combination of various shapes, ornaments, and textures gives its own abstract impression, various furniture materials used, which is aims to create a harmonious impression in room decoration.



Figure 6. The architectural character of the building adapts to the surroundings

source: https://finance.detik.com/properti/d-1975457/sarinah-gelontorkan-rp-90-miliar-bangun-hotel-di-braga-bandung



Figure 7. The interior characters with Art deco style source: https://finance.detik.com/properti/d-1975457/sarinah-gelontorkan-rp-90-miliar-bangun-hotel-di-bragabandung

c. It Is Possible to Have Additional Buildings In Accordance With The Character Of The Environment.

From the element of restoration, the Sarinah Braga Building has quite dominant changes, including the addition of the number of floors with hotel towers. Several other buildings in the Braga area which are also undergoing revitalization, have also been added to new buildings in order to meet the needs of new functions in their buildings.



Figure 8. The new buildings in order to meet the needs of new functions

d. The Building Activities can be Adjusted Following the Regulation from The Spatial Plan.

The new function as a hotel in order to restore the commercial function of the Sarinah Building to its existing condition which has been unused and neglected for years so that this building has become a "cost center" into a building with added economic value to become a "profit center".





Figure 9. The new function from retail to hotel source: https://www.constructionplusasia.com/id/de-braga-by-artotel/

2. Economic and Social Rehabilitation (Improving the quality of the environment area)

a. Improving Physical Quality and Condition.

The improvement from the Sarinah cultural heritage building to the Hotel de Braga by Artotel can clearly be seen from the physical form, namely the facade of the building, both exterior and interior.



Figure 10. The improvement of the new building source: https://artotelgroup.com/restaurants-bars/b10-café

b. Improving The Quality of The Green Site Plan

Efforts to improve the green layout of the Hotel de Braga are the form of a roof garden. Meanwhile the front area is greened by providing temporary vegetation in pots.



Figure 11. The improvement of the green site plan source: https://artotelgroup.com/restaurants-bars/b10-café

c. Repairing The Spatial Connecting System

Braga street, which was once devoted to pedestrian street, has completely turned into a vehicle traffic lane, decreasing visitors comfort in this area. The concept of pedestrian processing with the addition of street furniture is quite helpful for the tourist.



Figure 12. The connecting system source: izzati, 2021

d. Repairing The Green Open Spaces

Green open space is able to create the old city area with a unique character. Specifically, green open space as an urban catalyst emphasizes the formation of the area as a new destination, which is in harmony and physically and visually integrated with the old city environment. As an area, the Hotel de Braga building cannot respond on its own to the function of green open space.

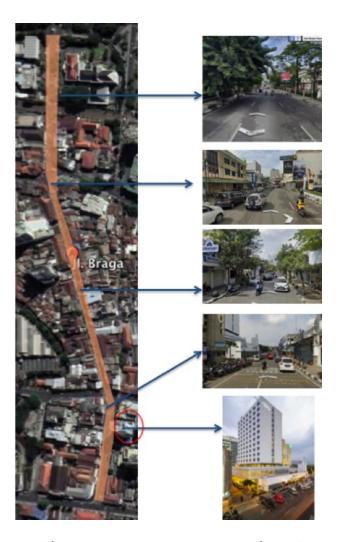


Figure 13. The green open space sorroundings Braga source: izzati, 2021, illustrated from www.maps.google.com

From the picture above, it can be seen that the distribution of green open space on Jalan Braga is getting smaller to the south, the southern area does not have a green corridor like the central and northern areas.

3. Economic and Social Rehabilitation (Improving the quality of the surrounding communities)

a. Accommodating Formal and Informal Economic Activities

In the surrounding area, there are dominant formal businesses and some informal businesses whose location is not conspicuous to keep the good visual image of the area. The revitalization of Hotel de Braga must support and at the same time be supported by the rehabilitation process of local economic activities. At Hotel de Braga, only formal economic activities are accommodated, such as cafes and boutiques in the lobby.



Figure 14. The formal and informal economic activities surroundings Braga source: izzati, 2021

b. Public Realms

The existence of a distinctive building style, the existence of several historic buildings that are open to the public, along with the existence of the formal economic sector such as cafes, restaurants, malls, minimarkets, attractive pedestrians complete with benches, iconic sculptures, are some of the attractions around Jalan Braga. Based on observations in the field, tourists are very interested and have their own memories about Braga area.



Figure 15. The pedestrian facilities in Braga source: izzati, 2021

c. Place Making

Revitalization activities can be seen from creating an attractive environment. One thing that must be created is a social environment that has identities. This environment can create community engagement with culture, a sense of pride and foster a sense of belonging to a local identity, based on several aspects: aesthetic, historical, scientific and social values of the past, present and future. The result that is less felt from this revitalization is how to maintain the scientific and historical aspects in a sustainable manner in the hotel building and the surrounding area.



Figure 16. Aspects of place making attached to the hotel building and the surrounding of environment source: izzati, 2021

4. Institutional Support

Institutional support for the de Braga hotel revitalization is quite good, marked by the local government institutional regulations for revitalizing cultural heritage areas. Institutional support needs to be strengthened on aspects of strengthening cultural values that are maintained. Strengthening information about cultural heritage has been done quite a lot by making signage/markers on historical buildings, but long-term planning is needed to strengthen this information.

Based on the description in the analysis above, it known that the research variables are fulfilled, but some of its would be noted. From the data sources (observation, documentation, and interviews) it can be seen that the physical aspect in the field is directly proportional to the social and economic benefits to the environment and society.

5. Conclusion

From the analysis of effectiveness of revitalization, the summarize explained by the table below:

Tabel 2. The Comparison of Interviews Result with Analysis Result

1 abei 2. The Comp	arison of Interviews Resul		s Kesuit
Independent Variables	Dependent Variables	Hotel de Braga Response	Braga Area Response
Physical intervention (The suitability of the new function with efforts to preserve Cultural Conservation Objects)	Maintaining the main character of the building	Very Good	Very Good
	The ornaments detail and the materials can be adapted to the architecture from surrounding buildings	Very Good	Very Good
	It is possible to have additional buildings in accordance with the character of the environment	Very Good	Very Good
	The building activities can be adjusted following the regulation from the spatial plan	Very Good	Very Good
Economic and Social Rehabilitation (Improving the quality of the environment area)	Improving the quality and physical condition of the building	Very Good	Very Good
	Improving the quality of the green siteplan	Good	Good
	Repairing the spacial connecting system	Good	Good
	Repairing the green open space	Adequate	Good
Economic and Social Rehabilitation	Accommodating formal and informal economic activities	Adequate	Adequate

(Improving the quality of the surrounding community)			
	Public realms	Good	Very Good
	Place making	Good	Very Good
Institutional Support	Institutional development and strengthening	Good	Very Good
	Maintain cultural values	Good	Good
	Strengthening information about cultural heritage	Adequate	Good

^{*}Based on Likert scale

The achievements of the revitalization process in the Hotel de Braga building include: the suitability of the new function with efforts to preserve cultural heritage, the achievement of improving the quality of the regional environment, and the improvement of the quality of the surrounding community by developing tourism activities. What has not been fulfilled from the revitalization is the proper accommodation of the informal economy. Further research on the effectiveness factor is expected to answer cases that are still lacking in research on revitalizing cultural heritage areas.

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