

Textile Tourism Image as an Identity of Cigondewah in Bandung City

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Abstract. Cigondewah is one of the priority areas of textile industry development in Bandung and a center of fabric shopping tourism area for local and national tourists. The majority of people inhabiting Cigondewah are traders and entrepreneurs who are mostly residents or those living surrounding the area who become the main economic actors in Cigondewah. The growing and developing trading activities can affect buildings along the right and left corridors at Cigondewah Street. The existence of the textile industry area results in its own impact and phenomenon on the change of built environment function on Cigondewah Street that can improve the society's economy. Cigondewah is declared as one of the creative economy areas in Bandung. It is closely related to the built environment which provides an area for fabric shopping tourism in Bandung. This research described the existing phenomena in the area by examining the shape, activities, characteristics, changes, relationships, similarities and differences of phenomena of the built environmental along Cigondewah Street.

Image and identity of Cigondewah as a fabric shopping tourism have a special meaning for the community of Bandung and surrounding areas as an alternative to fabric shopping tourism. The location of Cigondewah that is located around the fabric industry center in Bandung and Cimahi areas makes Cigondewah very close to the textile industry. This research intends to acknowledge activities done in the residential area, existing image and identity of the study area, built environment changes, and its layout.

Keyword: Built Environment Function, Identity of the region, Image of the region, Textile Industry

1. Introduction

Indonesia's creative industry is in a significant period of growth. Based on the results of the study of Indonesian Creative Industries of 2009 conducted by the Ministry of Trade, the comparison of the development of the national Gross Domestic Product (GDP) shows a clear contribution from the creative industry sector. Based on the sequence, the creative industry has contributed as much as 7.8% or around Rp. 235,633 Billion and it is placed in rank 6. The position was higher than the Finance, Real Estate, and Corporate Services, as well as transport and communication sectors [1]. This significant development should be a better starting point by incorporating it into the curriculum of creative industry development in universities.

The development of creative industries requires a strong synergy between academia, business, and government. First, academia is used to deliver creative and original ideas. Second, business is needed to improve the abilities of economic value or marketing ideas in trading. Third, the government is useful for keeping the political will related to the development of the creative industry. The potential



of Indonesia is significant in developing the creative industry. Since the global financial crisis hit the world, it has forced state managers, economists and businesses to think critically about the fragile global economic system. The global financial crisis has finally opened the eyes of the world that there are still other sectors that can provide large incentives in addition to the financial sector that has been honored. One of which is the creative industry sector based on creativity and intellectuality.

The selection of democracy as a model in state management also contributes to the development of the creative economy in this creative industry. The government system chosen by the Indonesian people will have implications for the development of cultural, social, legal, economic, and other systems. The democratic model chosen by the Indonesian people provides wider opportunities for creativity [2]. One of the most important models is decentralization process that is normatively expected to create independence and economic power based on the wealth of local economic values. Respect for individual rights provides a vast opportunity for the development of creativity based on original ideas, which will have an effect on the growth of the creative industry.

Creative industries were born along with the development and openness of communication technology. Wide information does not suspend the development of human life. Now, the development of lifestyle information no longer has obstacles, because the information technology has been through the barriers of nation and state. In line with the opinion from Marshal McLuhan, world is finally no more than a global village. The model of this democratic country also allows the creation of economic sectors based on a community based economics where the economic system is a part that can not be separated from the activities of Indonesian people independently. Independence and creativity become the cornerstones to run a democratic economic system, not monopoly or oligopoly system. In the community based economics system, creativity becomes an important starting point. The next development is the emergence of the term Creative Industry. The sector has not been much considered by the people of Indonesia. The system of regional autonomy and cultural diversity becomes a strong capital to develop creative industries throughout Indonesia. For comparison, for example, the Indian State has more or less the same conditions as Indonesia that has diverse ethnic and culture. The diversity underlies India now to be one of the centres of the technology, intellectual, and entertainment industries.

Bandung as one of the creative cities in Indonesia has enormous potential. One of the potential areas to be a creative area is Cigondewah textile trading area. Architecture does not merely perform physical development but also can take part in supporting a region to be an area with more value. One of the ways is by arranging the land. Setting the land is important to determine the best option for allocating certain functions so that in general it can give an overall picture of how the area in a region should function [3]. In line with the opinion, [4] stated the ability of a type of activity to place itself in a strategic location depends on the level of productivity owned by the activity. Activities with high levels of productivity are commercial and industrial activities. Both activities have a great potential ability to conserve activities in a particular field. As the actors of economic activity, urban communities tend to choose a strategic area.

A large number of land use that has been converted into commercial buildings and warehouses in Cigondewah street has caused by industrial activities around the area. The residential function to be economic and trade activities along the street as a circulation room has two direct effects on environmental quality. Environmental quality has a strong influence on the continuity of commercial activity and strong regional visual character of the physical structure as well as the form of the city [5]. The irregularities of spatial pattern in the development of the Cigondewah area has caused almost all the existing buildings in the area are not well organized and they seem shabby to be inhabited and for the business area. Commercial and industrial activities as high productivity activities are potential for conservation of a land that can develop and change in function [6].

The development of land conversion occurred in the area of Cigondewah resulted in the image of the impressed area into a business area that grows so rapidly but it ignores the factor of visitors' convenience and also the quality of the environment.

The existence of industrial activities in Cigondewah converts the residential function to be a rapid business area and generate some buildings to be unorganized. The building appearances along the Cigondewah street corridor seem inappropriate, as the building function as residential has switched into warehouses and commercial buildings. In addition, the activities of commercial activities and processing of textile industry products that do not care about the surrounding environment have formed the area to have a special and unique identity.

1.1 Environmental or Town Functions

Mirsa, (2012) stated that understanding a city according to its physical function is a built-up area that is denser than the surrounding area. Meanwhile, according to the economy, a city is an area where there are very diverse business activities with the dominance of non-agricultural sectors, such as trade, industry, services, offices, transportation, [7]. Areas having trade and industrial activities create a built environment that switches many functions to support the sector of environmental functions and develop the economy of urban areas. In addition, [8] an urban area basically accommodates human activities that require similar steps in all activities of its citizens. The ability of the services of an environment can be seen from its primary function for example as a place of face-to-face or indirect human communication and as a place of economic activities. Various efforts were conducted by humans in forming a physical environment. The ultimate goal is to build togetherness of various functions manifested in different shapes and characters. In addition, the ability of an environment can be seen from how many second and tertiary functions possessed by the environment. There are also some environmental elements that have a function as a place, in which the physical element of the environment acts as a means of binding the social, economic and cultural life of society. According to Poerbo (1999) the modern sector with its affluent lifestyle is served with an adequate standard of infrastructure and buildings. Meanwhile, high-density suburbs where most workers of informal sectors reside live with lack of infrastructures and social facilities, chaotic spatial planning, poor sanitation, and drainage. Based on the statement, city or environment will always experience changes such as the occurrence of social facilities. This will result in changes that occur in the physical, social, and also the function of the environment or city.

1.2 Land Use

A key element in the urban design is the determination of land use that can create a circulatory relationship to regulate the density of activities in urban areas. Land use is the use of land to create the best option to allocate certain functions, so it can provide an explanation for an area experiencing changes in physics and function [3]. Along with that, Land Use Planning is a concept that is contrary to the fact stating that all social activities are still on the ground. However, it relates to the use of land for a specific purpose [9]. At first, this kind of spatial planning movement focused on the problem of urban planning. Various methods have been developed to analyse or forecast future developments (socially and economically) and translate them into the need for land and its spreading in space. This generated the problem of land-use planning drafts in the past that lack of understanding of the diversity of regional land-use.

1.3 Building form and massing

The form and massing of a building are created by the height or magnitude of the building, and appearance and configuration of the building massing. The massing of the region includes buildings, the surface of the land, the objects that form the urban space and the patterns to define the building form and massing with the principles and thoughts behind the physical form of the city. Spereigen (1965) made a synthesis of a building form and massing, which has a scale relating to views, circulation, and size of adjacent buildings.

The basic urban design principles and techniques conveyed by [10] bring many of the issues pertaining to the shape of the building into a unity, among them:

1. The scale of its relationship with human vision, circulation, adjacent buildings and the surrounding environment.
2. Urban space as the main element of urban design, as well as the rise of an urban form, scale,

and type of urban space.

3. Building massing, ground surfaces and other objects capable of forming urban space and patterns of activity, both large and small.

1.4. Growth and Development of the Area

The most dominant force determining an environmental growth is an economic power, although other aspects also have effects on the changes. The development of the built area provides a wide potential especially in its development as an area that has excellent products or specialization in the scope of tourism development plan of the city [11]. Therefore, this economic aspect is a prominent factor in influencing the changing physical environment. The residential area that seems to change is basically the need for the development of the area towards the commercial area. Changes in built functions indicate the success of an area from settlements into commercial areas [12]. The need for economic improvement is greatly felt in the previously unopened areas to change land functions in various ways such as changing the function of buildings or selling the existing land to get an additional value elsewhere.

1.5. Regional Image & Identity

Image of an area can be built by the presence of a location link to space and meaning. The location link between objects in urban areas is an important reference that allows humans to carefully recognize the various objects and locations because they are aware of their position on the environment and compare the interests of various clues in the form of guidance of street directions in the exploration of the environment of different areas. [13] To add the image of an area, there are three points affecting the mental image of a person in an area. They are: (1) Identity, in which people can understand the picture of the region including objects identification, objects differences, and knowable subject; (2) Structure, in which people can see the pattern of an area including the relation between objects, relation between subject and object, and visible patterns; (3) Meaning, in which people can understand the space of the region including the meaning of objects, the meaning of the subject and object, and the feeling that can be experienced. Regions that have specificities on the identity, structure, and meaning provide an image of the function of the area.

Identity is the feature of the area, while the image is what is perceived by the community about the area experiencing spontaneous development[14]. Identity is usually sent simultaneously along with information sources received by humans through communication media in the form of buildings and regions or cities. Urban identity is basically acquired through various social media networks that are territorially attached. The form of the identity is not only shown at the level of settlements, but it can also be seen in the development of places such as streets, districts, cities, and even wider until the state[15]. The developing area always makes its own identity, which promotes the area to be more known by the society and the surrounding environment.

2. Method

The analytical approach used in this study is the descriptive approach. Descriptive approach is a method of analysis performed by looking at the state of research object through the description, understanding or explanation of the analysis of the location being observed. According to Bungin [16], qualitative descriptive research aims to reveal, describe, and summarize the various conditions, situations, or various phenomena[17][18]. The approach analyzes social realities existing in the community that became the object of research and attempts to bring the reality to the surface as a characteristic, model, sign, or description of a particular condition, situation or phenomenon[17]. Based on the above statement, this study intends to determine the condition of residential area activities, existing image and identity of the study area, and changes of built environment and spatial area.

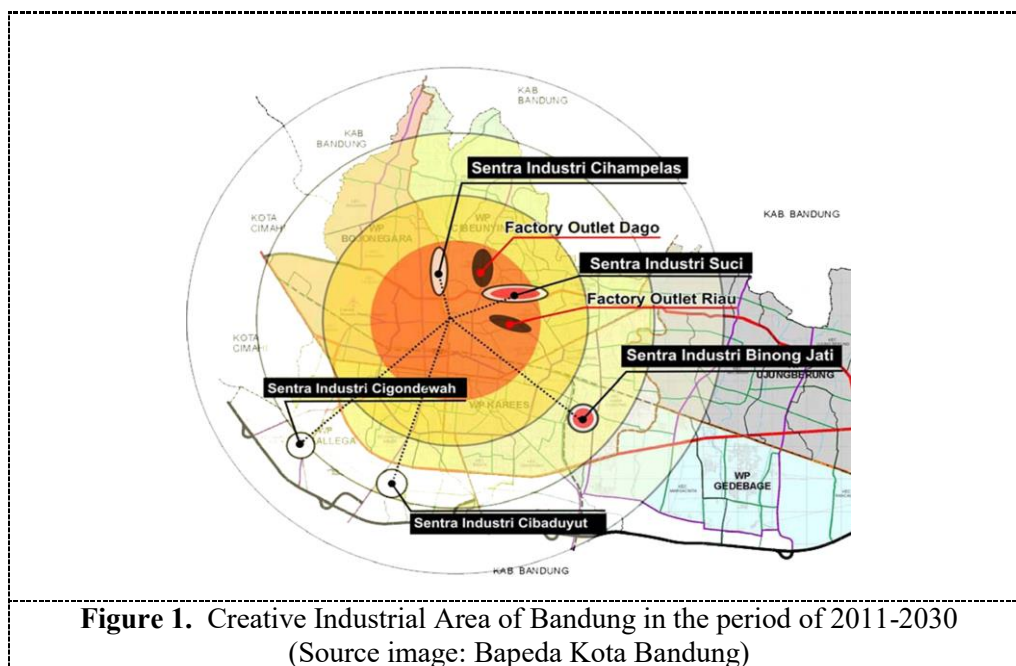
The purpose of this qualitative descriptive research is to describe the phenomena that exist in the area by examining the shape, activity, characteristics, change, relationship, similarity and difference of built environment phenomenon that occur in Cigondewah street. Image and Identity of Cigondewah as the

area of fabric shopping tourism have a special meaning for the community of Bandung and surrounding areas as an alternative fabric shopping. This study describes various conditions of the situation or various phenomena of changes in the function of residential buildings that exist along the Cigondewah area as the center of the creative industry so that it is depicted as reality or a built environment condition that develops and grows as it is.

3. Discussion

Bandung is one of the economic growth centres of West Java whose development is very dynamic. The role and function of Bandung itself as an industrial centre, trade centre, educational centre, tourism and cultural centre, as well as the central government of West Java Province, underlay the condition. With higher economic growth rate than the average economic growth of other cities in West Java, Bandung has become a city attracting migration of residents from other regions to perform various activities that potentially make the city of Bandung as one of the densest city in Indonesia.

Cigondewah is a residential area that was transformed into a fabric sales centre. Generally, Cigondewah area is used for trading by traders and entrepreneurs who are mostly residents as the main economic actors. Hundreds of shops lining the streets of Cigondewah sell fabrics. The fabric shopping area is located in Cigondewah Rahayu sub-district, Bojongloa Kaler district. However, the textile area itself covers the area belonging to three different villages, namely Cigondewah Rahayu, Cigondewah Kaler and Cigondewah Kidul located in Bandung Kulon Sub-district. This area in the document of Bandung City Government Planning is planned to be developed as a fabric shopping area in Bandung. The area is near Kopo Kencana Secondary Center which is designated as the center of the Core City to serve areas within the Tegalega Development Area. This area in *RT / RW* of Bandung is an industrial area having environmental orientation and a creative industrial area in Bandung [19].



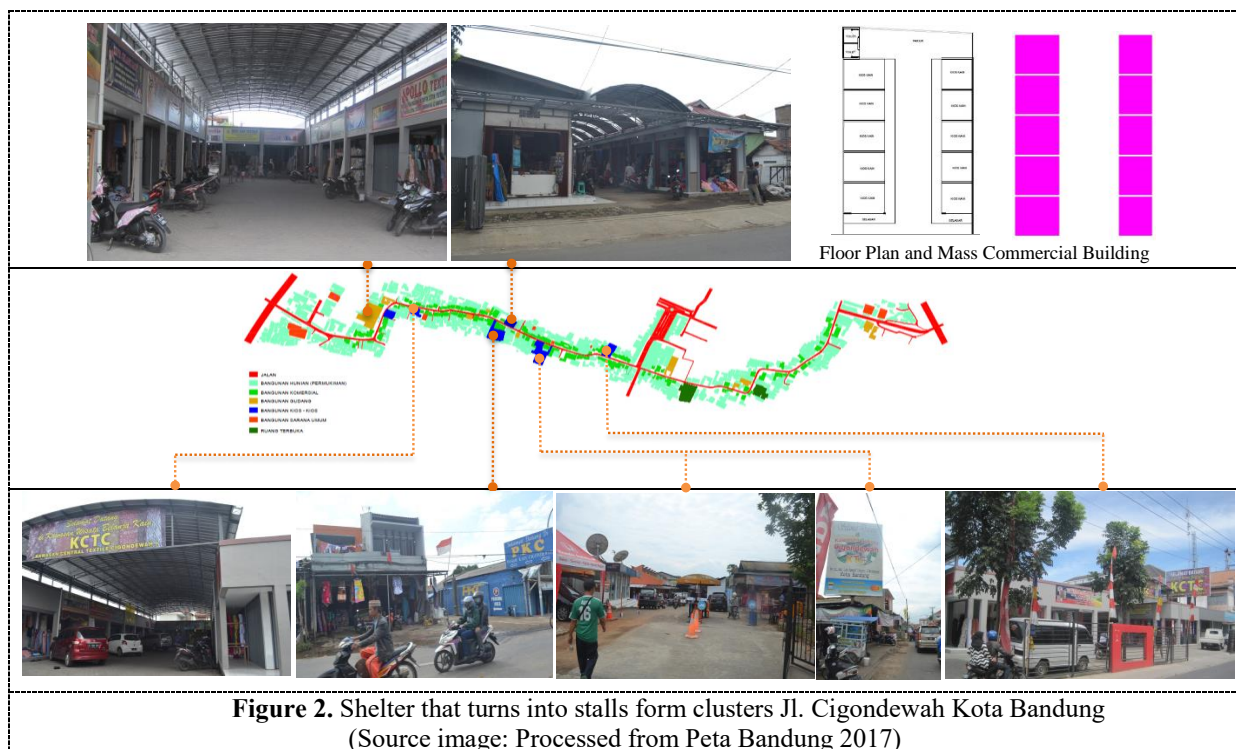
Structuring of this area provides an opportunity to utilize, to a greater extent, the function of commercial areas and industrial areas aiming to improve more the economy of the surrounding community. Cigondewah in the map plan of *Bapeda* Bandung belongs to the category of creative industrial centers that make Cigondewah as a fabric shopping tourism.

3.1 Building Massing of Cigondewah Area

According to the RTBL of Bandung City, Cigondewah is promoted to be a creative tourist area supporting the economy of Bandung, so that the residential buildings of Cigondewah experienced many changes in their function into commercial buildings. Buildings along the Cigondewah street corridor are almost all seen selling fabrics and yarn and the rest of the fabric itself.

The condition of ground figure (solid void) corridor of Cigondewah street shows the existence of void square (inside the building) and void street (street), whereas its solid building is quite varied both the massing and the wide of building tread. It can be seen in more details in picture 4.17 which shows that solid void corridor of Cigondewah street seemingly is not structured and designed well by the government of Bandung. Cigondewah has a pattern being able to bring up the forms that will illustrate suitability between the organization of physical space and social space. The area of Cigondewah has a composition of building blocks massing that tends to be homogeneous. This is indicated by the similarity of patterns in the region.

Most of the buildings located along the main streets are blocks that serve as the edge of the area dominated by residential buildings functioning as commercial buildings or warehouses that coincide with residential buildings. Meanwhile, the residential buildings of Cigondewah community are in the form of single blocks adjoining each other. The buildings have developed following the existing street network. Cigondewah community has built their buildings according to the availability of land they own and many buildings tend not to have their Building Permit (IMB) as legality. Therefore, they often ignore the orientation of buildings and the distance between buildings. As the result, the area of Cigondewah is classified as a densely populated area forming the building massing that is adjacent to each other.



The above picture is the result of the identification of the Cigondewah street showing the building blocks located along the Cigondewah street corridor. When it is viewed from the perspective of the land area, the building blocks do not experience much change in the form of the building massing. The change occurred only during the development period in accordance with the needs of its users. The

Cigondewah area texture pattern has a stack of building massing that accumulates to form an agglomeration massing resulting in a very high density.

Based on the condition of the area relating to solid and void elements and from the land area point of view, there is not much change in the building blocks form. The changes occurred only at some building massing that experience the development in accordance with the needs of its users. Changes related to regional logging in transition to commercial buildings and warehouses do not significantly affect changes in extent. However, there is a change in the composition of the constructed land or building massing towards open space. It is clear that the density level of Cigondewah street corridor belongs to a very high-density level marked by the reduction of open space to be commercial buildings.

Cigondewah area of Bandung City is dominated by blocks of building massing with unplanned formations, which follow a gradual growing building pattern. Therefore, functionally a relationship does not focus on one of the existing blocks of the area. The direction of the changing pattern of the built environment on the Cigondewah street corridor follows the path of the Cigondewah street circulation. There is a relationship of collective massing form, mass relationship and open space around Cigondewah Street. As the result, the buildings along the Cigondewah Street have changed the function of the built environment from a residential area to be commercial buildings.

3.2 Identity and Image of Built Environment Function in the Textile Tourism Area of Cigondewah Bandung

Along with the development of the region, then the identity of the region will emerge as a feature of the area that is received by the community. In line with the above statement, Permana and Wijaya [15] explained that identity is usually sent simultaneously together with sources of information received by humans through communication media in the form of buildings and regions or cities. Urban identity is basically acquired through various social media networks that are attached territorially where the implantation does not only show the level of the residential area but the development of places such as streets, districts, cities [14]. The theory reinforces that the identity of an area experiencing changes is shown by the changes in residential function and activities that have high productivity level, which is the commercial and industrial activities. Both activities have a great potential ability to conserve the activities in a particular field.

The use of residential building functions as a trading area and land use activity on street corridors as a space for movement (circulation) caused two direct effects on the quality of the built environment, namely the continuity of commercial activity and strong visual quality of the physical structure and physical form of the city. Commercial activities will strengthen the public spaces as complementary to each other that gives effect to the identity and image of the area. Changes in the built environment function that give the impact of unity to the environment do not emerge in the Cigondewah Street Corridor. Based on the observation result, activities and transfer of occupancy function generate an identity of this area as textile tourism area. Given in the corridor Cigondewah street changes in the built environment function that looks dense distance between buildings and impressed chaotic to give the image of its own area so that characterize the unique area. Changes in environmental functions built in the Cigondewah street corridor affect the identity of the region. In this case, the community shows less attention to harmony and design of the function of the building and the physical form of the building. Hence, it will affect the identity of Cigondewah area as a textile tourism area in Bandung.

3.3 The distance between buildings and height of buildings in the area of Cigondewah

This study explains that the distance between buildings on the Cigondewah street corridor gives the impression to the unique regional identity of Cigondewah image with the massive density of the building massing. According to the density of the distance between buildings, the identity of Cigondewah was formed as a densely populated residential area. It changed the residential area into a trading area that allows the Cigondewah community to widen the area of their buildings. In addition, the height of the existing buildings in Cigondewah provides its own identity in the author's observation

that the average building has a building altitude of about 1-2 floors. The height of the building existing in Cigondewah gives the special meaning that the existing buildings in Cigondewah were built naturally and not designed as the author and respondent thought during this research.

Commercial buildings located in the area of Cigondewah were built irregularly showing chaos, slum, and inconvenience in the area. Many buildings in the area of Cigondewah were formerly residential and have been renovated to be a group of commercial buildings lined up so that the distance between the existing buildings in Cigondewah is very close.

3.4 Building Orientation and Building Area in Cigondewah area

The orientation of the buildings in Cigondewah has an effect on the structure of the area. The orientation of buildings along Cigondewah Street is facing Cigondewah street corridor so that the structure of the area is very clearly seen in the street corridor itself. Based on observations, Cigondewah street corridor provides direction related linking structure between the city of Bandung, Cimahi City, and Bandung regency. Hence, the area Cigondewah is easily recognized and understood by the people of Bandung and surrounding areas.

The very strategic area of Cigondewah is located in the structure of Bandung which is located in the southwest part of the Bandung center. In comparison with other areas, Cigondewah has advantages of being adjacent to the textile industry. So the location of the area has its own meaning that the distance is still in the textile industry in the city of Bandung. This condition provides a distinct advantage for the Cigondewah community to establish the site as a trading and textile warehouse.

The width of the existing building bases in Cigondewah has its own influence on the meaning of the region as a collection of building massing in a very dense residential environment so that the area seems to be narrow. People visiting Cigondewah will feel a distinctive atmosphere that other regions do not have.

3.5 The characteristics of changes of built environmental function in Cigondewah

The residences located on the left side of Cigondewah Street Corridor are residential dwellings that have another function in economic activities to be shops, warehouses, and home industry. Public facilities in the form of places of worship and schools are also available on the street. The dwelling that functions as a residence is also still present in the area, but the longer the number is reduced because the community is more concerned with the use of buildings for economic activities. Cigondewah community itself prefer to use their house for trading than only for the living.

The shift and change of building function evolve along with the change of this area from partly as a residential area to commercial area or trade. This is supported by the Bandung government program that includes Cigondewah as one of the 6 priority areas of development of Bandung to be one of the creative cities in Indonesia. A description of the changes in the built environment function that exists in the Cigondewah street corridor provides an illustration that the built environment function and the building base area has a significant effect on the change of built environment function on Cigondewah street corridor such as (1) one of four of a residence has changed into a commercial building; (2) one of two of a residence has changed into a commercial building; (3) three of four of a residence has changed into a commercial building; (4) a residence has fully transformed into a commercial building. Changes in the built environment function in Cigondewah area dominated by the number of residential houses that are converted into commercial buildings are influenced by economic factors that play an important role in the Cigondewah community.

Physically, Cigondewah street corridor was formed by the ranks of buildings whose orientation are towards the street. Mostly, the facade of the buildings along Cigondewah street corridor has changed in appearance and a small part still retains the existing buildings. Cigondewah after being set by the government of Bandung as a creative economic region has a significant role along the corridor of Cigondewah street so that people maintain the existing buildings to be commercial buildings. The price of land along the Cigondewah street corridor is now quite expensive after the region is set to

become a creative economy area. The buildings that were once residences on the side of the Cigondewah Street have turned into growing trade buildings and they are increasingly crowded.

Based on the discussion, the change in built environmental functions in the corridor of Cigondewah street, according to respondents in this study, describe that the image of Cigondewah regions shows a very strong identity, especially in the distance between existing buildings. Cigondewah giving the image to the community as a collection of trade buildings fabric promotes the identity of this region as a textile tourism area in Bandung. This area is formed by the activities of the people who sell fabrics so that the existing buildings along the corridor of the Cigondewah street experienced a major functional shifting as residences so that many people who have landed on the streetside of Cigondewah will use to change and add the function of the building.

4. Conclusion

The identity and image of Cigondewah, from the observation of researchers, was a set of residential buildings that changed the function as the result of industry around this area. Thus, the form and function of the buildings did not reflect the textile trading area. Cigondewah community was not concerned with the factors of building facades form and building function, but the area was more concerned with other factors, such as the quality of economic improvement and the quality of its own community to further develop this area spontaneously. Therefore, the improvement of the quality of existing buildings along the street corridor of Cigondewah was not maximal.

Plans of structuring and developing in the Cigondewah area of Bandung City should also consider and adjust the condition of the area and the surrounding environment, and the needs of the community to change their residential buildings into commercial buildings. Furthermore, the government needs to note the change of *KDB* and *KLB* of buildings so that they should follow the rules. This is due to the increasing number of changes in the existing building function in Cigondewah. As the result, the density of the building is increasingly uncontrolled so that the area is less well-structured.

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