

The transformation of Shophouse as an effort to continue the trading tradition in Pasar Baru area, Bandung

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ARTICLE INFO	ABSTRACT
<p><i>Article history:</i> Received December 26, 2022 Received in revised form Jan.26, 2023 Accepted February 22, 2023 Available online April 01, 2023</p> <p><i>Keywords:</i> Chinese community Merging plots Shophouse The tradition of trading</p> <p>*Corresponding author: Mustika Kusumaning Wardhani Institut Teknologi Nasional Bandung, Indonesia Email: kweemustika@itenas.ac.id ORCID: https://orcid.org/0000-0002-3718-390X</p>	<p><i>The development of cities in Indonesia must be related to the previous Dutch colonial planning concept. Cities were built from an indigenous village by creating a grid pattern to divide the village into residential blocks with the traditional market as the center. The Chinese, as immigrants, had no choice of work other than being traders. Currently, in Pasar Baru, the first commercial area in Bandung, Chinese-style shophouses are still recognizable, and some have been designated cultural heritage buildings. Unfortunately, some more are no longer intact, split into several units, or transformed into other shophouses. This study aims to show how Chinese society has continued to trade and how the shophouse has adapted. The method used in this research is descriptive qualitative using several case studies. From survey observations, it can be seen that the transformation of shophouses begins with the division of shophouses in a transverse direction so that each unit still has road access to continue the trading tradition. The success of the descendant's continued tradition has made Pasar Baru the most prominent trading center in Bandung and serves other cities around Bandung.</i></p>

Introduction

Rossi (1982) stated that "In general, every city possesses a center." The city center is a complex area that has a different character. In big cities in Indonesia, the city center was initially identical to the trade center, with the market as the center. This area is also synonymous with Chinatown because most traders are Chinese people who can be identified from the Chinese architectural style in the shophouse buildings along the main street.

In the Dutch colonial period (VOC period), Chinese was an actor in developing urban economical business (Puspitasari and Handjajanti 2016). Moreover, Underclass business people locally open shops using their house, of which upstairs living comprised, are known as shophouse. Shophouses are integrated along the street, very similar to each other in strict order (Dai and Zhou 2019).

Shop-house is designed to accommodate both dwelling and business unit needs that typically characterized with rectangular form with its narrow front size and has two or three floor levels (Putri et al. 2018). According Chamnarn (2019), A shophouse is a building type serving both as a residence and a commercial business. Meanwhile, Kartamihardja (2018) Stated that the types of buildings found in the Southeast and developed by Chinese immigrants in coastal cities in Southeast Asia through the silk trade route and dwellings that are always busy day and night.

Basically, shophouses lined up on a block bordered by the main road (front), side lane, and back road. Each shop is connected with a pedestrian protected from tropical weather (Eddy et al. 2020). Currently, Chinese shophouses are hard to find in the Pasar Baru area, the oldest commercial area in Bandung. However, in some areas still found, the remains of buildings are no

longer intact. This shophouse has been divided into several units that can be recognized from the rest of the roof or the ornaments characteristic of the Chinese Shophouse. Most shophouses have been transformed into modern multi-floor shophouses, and some have even turned into shopping malls.

This paper will explain how trading traditions are maintained by studying history and continuing with interviews and field observations. What form of transformation in the shophouse building is a forum for trading activities?

It is hoped that the transformation form of shophouses will continue to function as originally intended, namely multi-function residential and commercial buildings so that the downtown area as a residential environment can be maintained. The city center remains a residential environment that provides a sense of security and comfort for its residents and is livable. When trading activities are over in the afternoon, the downtown area continues to live like a residential area.

Residential environment in the city centre

The downtown area referred to in this paper is the old city area as the city core, which is the area that was first built or the embryo of a city.

Before the city, there was the hamlet and the shrine and the village: before the village, the camp, the cache, the cave, the cairn; before all these, there was a disposition to social life that man shares with many other animal species (Mumford 1961: 5).

Based on what was stated by Mumford (1961), various artifacts are still left, such as houses (housing), holy places, water supply areas, public spaces, and places to sell or markets in downtown areas. This can reflect that the area is the starting point of a city, and the remaining elements are the initial elements of a city.

The same opinion was also expressed Kostof (1991: 34), who also stated that the city's forms result from various variations in the growth process of a residential environment. The growth process of these residential neighborhoods then tends to develop into cities with organic or non-geometric shapes that are formed spontaneously, without a plan. Kostof distinguishes cities through their shape so that they can be divided into two forms: unplanned and planned.

In addition to Mumford and Kostof, the same opinion was also expressed by Rossi (1982), who stated that the city developed from a residential environment, and in line with time, it developed

by itself. Rossi sees the city as architecture, a construction made by the community to create a comfortable living environment without forgetting the aesthetic factor. The city is a fact, a creation that shows the life of its people that has passed for some time and left the early signs of a city that has deep roots and is an important city artifact (Rossi 1982).

In Indonesia, cities generally come from residential areas, as written by Naas (2002). The settlements of these residents by the Dutch colonial government were developed into a city center. Because they have the same culture and political background, cities in Indonesia have relatively similar patterns and structures (Muljadinata 2023).

In the city center, a semi-grid pattern is used with the centre point in the form of a field known as the square (Naas, 2002); Siregar, 1990). Around the square, important buildings were erected, such as the center of government (the palace or district and the Dutch trade office), buildings of worship (mosque or church), and the Post Office. In addition, shops, detention houses, entertainment venues or buildings, markets, and residential areas surround the city center.

The traditional shophouse is a typical vernacular architecture type widely spread in the south of China as well as southeastern Asian cities (Yin and Xiao 2016). Thus, Shophouses have been modernized to reflect the environmental, cultural, and historical context in which they existed (Yam and Ju 2016). In Bandung, Pasar Baru is the embryo of Bandung, which functions as a residential or non-residential area and later developed into a trading center with most traders being Chinese. Initially, they lived side by side with the natives, and slowly but surely, they mastered the trade seen in the rows of Chinese architectural-style shophouses on the main streets (outer blocks). Meanwhile, the indigenous people still occupy the villages located in the inner block.

The history of Pasar Baru Area

The Pasar Baru area was originally a Sundanese indigenous village consisting of rice fields, gardens, and people's houses. In line with the formation of the city of Bandung, the Dutch colonial government divided this area in a grid pattern so that the village was divided into blocks surrounded by four roads. Around 1842 the Dutch Colonial Government placed a market in this neighborhood and named it 'Pasar Baru' (New Market). This market replaced the first market,

Tjigoeriang Market, which burned down during the “Munda rebellion” (Kunto, 1984). Pasar Baru is placed on the side of the *Pasar Baroe weg* market (now called *Otto Iskandardinata*), a road that runs from north-south cuts perpendicular to the first road in the city of Bandung, *Groote Postweg* (now called *Asia Afrika* street) (see figure 1).

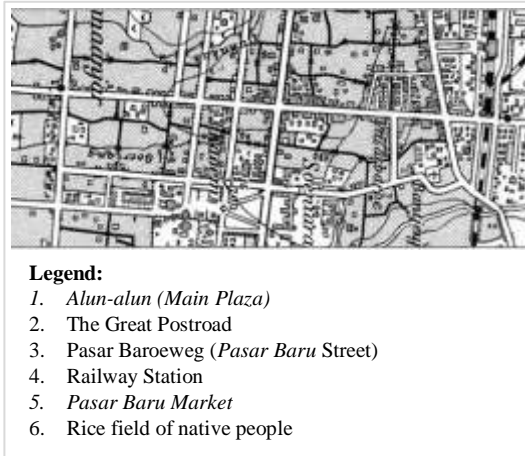


Figure 1. The location of Pasar Baru, Bandung
Source: KITLV-Leiden

This market placement impacts the houses of indigenous people, especially those located on the side of the road. The change began by adding a shop function at the front of the house, equipped with eaves to protect shoppers from heat or rain. This form is the forerunner of shophouses in the Pasar Baru area.

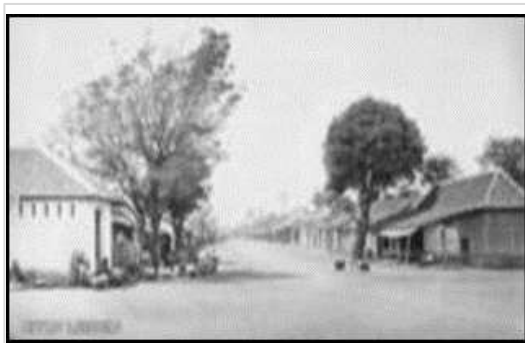


Figure 2. The situation of *Pasar Baroe weg* circa 1800
Source: KITLV-Leiden

In February 1906, Bandung was designated as *gemeente*, or so that the Bandung city government had the right to manage the city's economy itself. The first step of the Bandung city government is

to establish various new regulations, one of which is that buildings facing the city's main road must be walled or permanent buildings (Kunto 1984).

In the Pasar Baru area, the application of this regulation is in line with changes in building ownership. Because of their diligence and expertise in trading, the Chinese, who originally lived in tents around the area, gradually took control of the trading area. This can be seen from the changes in the architectural style of the building. Traditional shophouses were converted into shophouses with a Chinese architectural style. Of the remains of the current building, several shophouses still use the modern styles that were popular at that time, such as *Indische Empire*, *Indische Architecture*, and modern styles (see figure 3).



Figure 3. The situation of *Pasar Baroe weg* circa 1800
Source: Voskuil, RPGA (1996)

In the Pasar Baru area, the implementation of this regulation is in line with changes in building ownership. Because it is located on the side of the road (side of the block), construction is still going on, but it is different from the situation inside the block (Nidikara and Kusliansjah 2020).

This area is still dominated by gardens, rice fields, and traditional villages. The sampling of shophouses in this study can be seen in figure 4 below:



Figure 4. Research locus and building samples

Sampling shophouses are located in the north, east, and southeast of Pasar Baru, Bandung. The names of the roads that become the boundaries of

the research location are: North: *Kebon Jati* street; East: *Banceuy* street; South: *Asia-Afrika* and *Sudirman* street; West: *Dulatip* street.

Method

The study conducted using a qualitative-deductive method based on literature review and case study observations. This qualitative research begins with a literature study to study the history of the area and buildings in the Pasar Baru area of Bandung. This study also studied the definition and criteria of a historic area and the types and classes of conservation buildings.

Historical data is needed to support the method used, namely building transformation, because this method requires the condition of the area and buildings before changes occur. As for the current conditions, a visit to the study object is required to obtain accurate data. The typomorphological method is also used to study building types because each type has specific specifications and shapes that will determine its morphological form. The object is a Chinese shop-house building, a cultural heritage building in the historical area of Pasar Baru Bandung.

Result and discussion

The transformation of shophouses

According to Soewarno (2020), building transformation in the Pasar Baru area was mainly driven by the land transformation, either fragmentation or agglomeration. Trading is a cultural heritage that is passed down from generation to generation. This culture is introduced to the next generation early by involving their children and grandchildren in trading. This knowledge is not carried out formally but informally (learning by doing) by involving all family members in-store buying and selling. The shop space initially resembled a family gathering place, especially during the day, with various activities while waiting for buyers to arrive, such as children doing school homework, eating, mothers doing household work, and taking care of children and other family members.

Over time, there has been a change in the character's leadership. The next generation starts running the business, while the older generation supervises and provides direction. This effort is

seen by dividing the shophouse into several units according to the number of sons they have. The division is carried out transversely to continue providing access to each unit. This can be seen from the difference in color, and the type of door frame in each unit under one roof, as shown in figure 5:

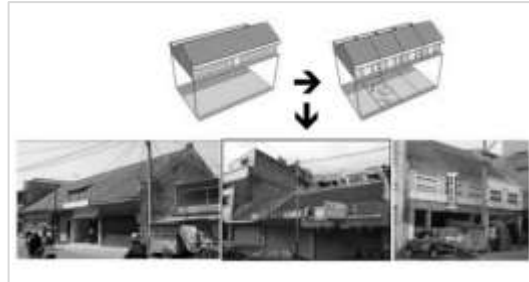


Figure 5. Shophouse, which is already divided into several units. Source: Soewarno, 2020

Typo morphology of shophouse

Looking at the history of the development of the Pasar Baru area, which started with gardens and rice fields, the area of land plots varies. This condition affects the shape of the shophouse building, so there are two types of shophouses. In a large plot, the inner court is placed between 2 building masses so that the rooms get sunlight. This type is commonly found in Chinese heritage buildings in Lasem. While in small plots, the inner court is at the back.

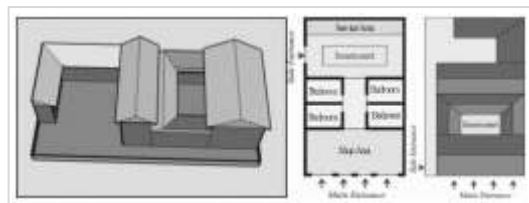


Figure 6. Type of shophouse on large plots and small lots. Source: Soewarno 2013

Success in managing a business requires additional space, but vertical development is a solution because of the limited area (see figure 6). In reality, not all units develop in a vertical direction, and this is because not every child has the same talent and intelligence in managing the business. This condition can be observed in a row of shophouses with remaining horizontal shophouse units. The old form of the shophouse can be recognized by the remaining typical elements of Chinese architecture, such as the shape of the roof and the ornaments (see table 1).

The transformation

Historically, there have been differences in land status based on its location. The plot of land on the side of the highway (in the outer block) is what Ismet Belgawan (2001) states as former Western lands. This plot used to belong to the Colonial Government or other foreign nations, which were regulated by the regulations in force at that time, such as the use of materials, building heights, and openings to get a comfortable indoor space (Nix 1949).

The perseverance and tenacity of the Chinese merchants paid off. This condition can be seen in most shophouse buildings lined up on the side of the road, which are transformed into shophouse buildings with Chinese and modern architectural styles. In some cities, trading areas such as Pasar Baru are synonymous with Chinatowns (Nurtati Soewarno 2002).

In contrast to the plot behind a row of shophouses (inner block) as stated by Ismet Belgawan (2001) as indigenous land or eastern land. Indigenous lands are owned by indigenous people and can be inherited from generation to

generation. Land can be divided according to the number of heirs and the distribution does not use a measuring instrument but is based on existing natural boundaries. When buying and selling occurs, it is usually between relatives using applicable customary law, so it is referred to as informal land. This condition encourages the formation of a variety of shapes and dimensions of plots in the Pasar Baru area.

Over time, not all shop owners have progressed. Successful people need additional space, while those who are less successful choose to move to another trading area and sell the building. This condition is seen as a potential for those who are successful so that they can expand their buildings not only vertically but also horizontally, as stated by Soewarno (2013). Based on this, the transformation can be divided into three types, namely:

1. Vertical transformation;
2. Horizontal transformation;
3. Horizontal and vertical transformation.

Table 1. Tangible aspects

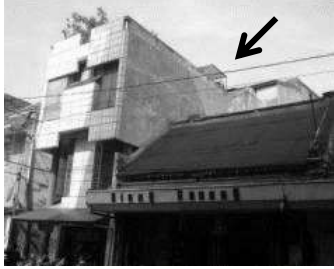
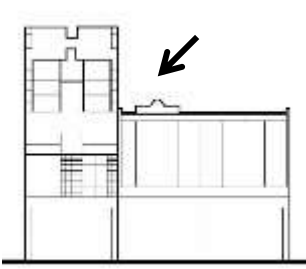
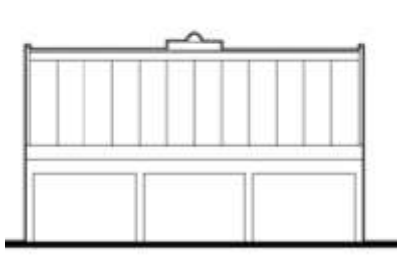

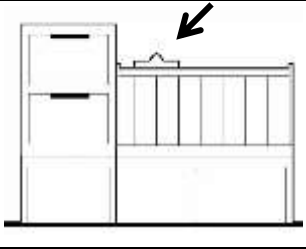
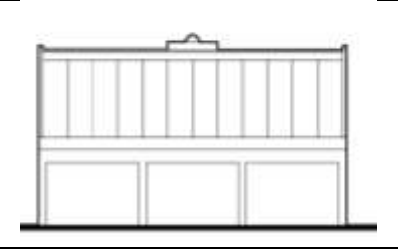
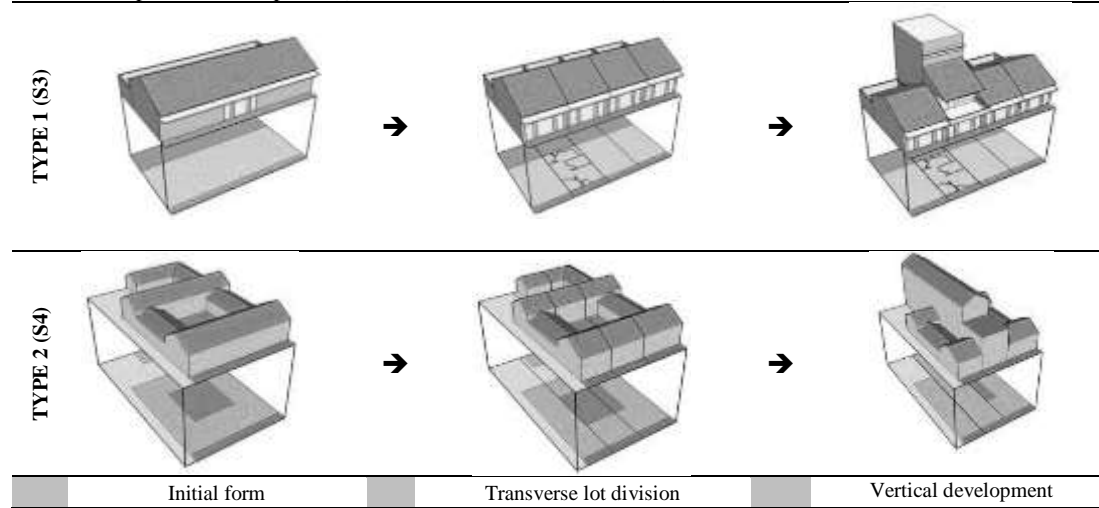
Existing condition	Façade (now)	Old façade
The roof ornament that should be in the middle is attached to the unit beside it (S1 and S2)		
		
		

Table 2. Shophouse development (source: Nurtati - Soewarno 2013)



Transformation in the vertical direction

This type of transformation generally occurs in shophouses in parcels that are distributed. This type of transformation is generally located on collector streets in downtown areas. The types of goods sold also affect the development of the shophouse. This type of transformation generally uses the entire building floor for trading activities, leaving little space to rest, such as a pantry and a bedroom.

In this type of transformation, shophouses that only add one floor are generally no longer

inhabited but are only used as a place to trade and are left empty at night.

Transformation in the horizontal direction

This type of transformation is the least in number and is located on collector roads. This type of transformation usually buys adjacent units or customary land located in the inner block and combines them to get adequate space. This type of transformation also leaves little room for rest during the day, and the entire floor is used for trading activities, so it is left empty at night.

Table 3. Shophouse development (source: Nurtati - Soewarno 2013)

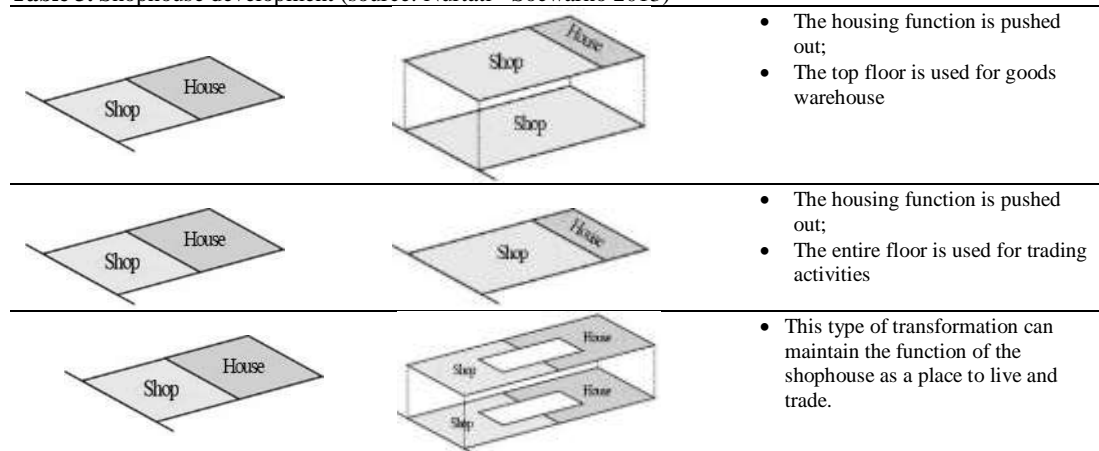
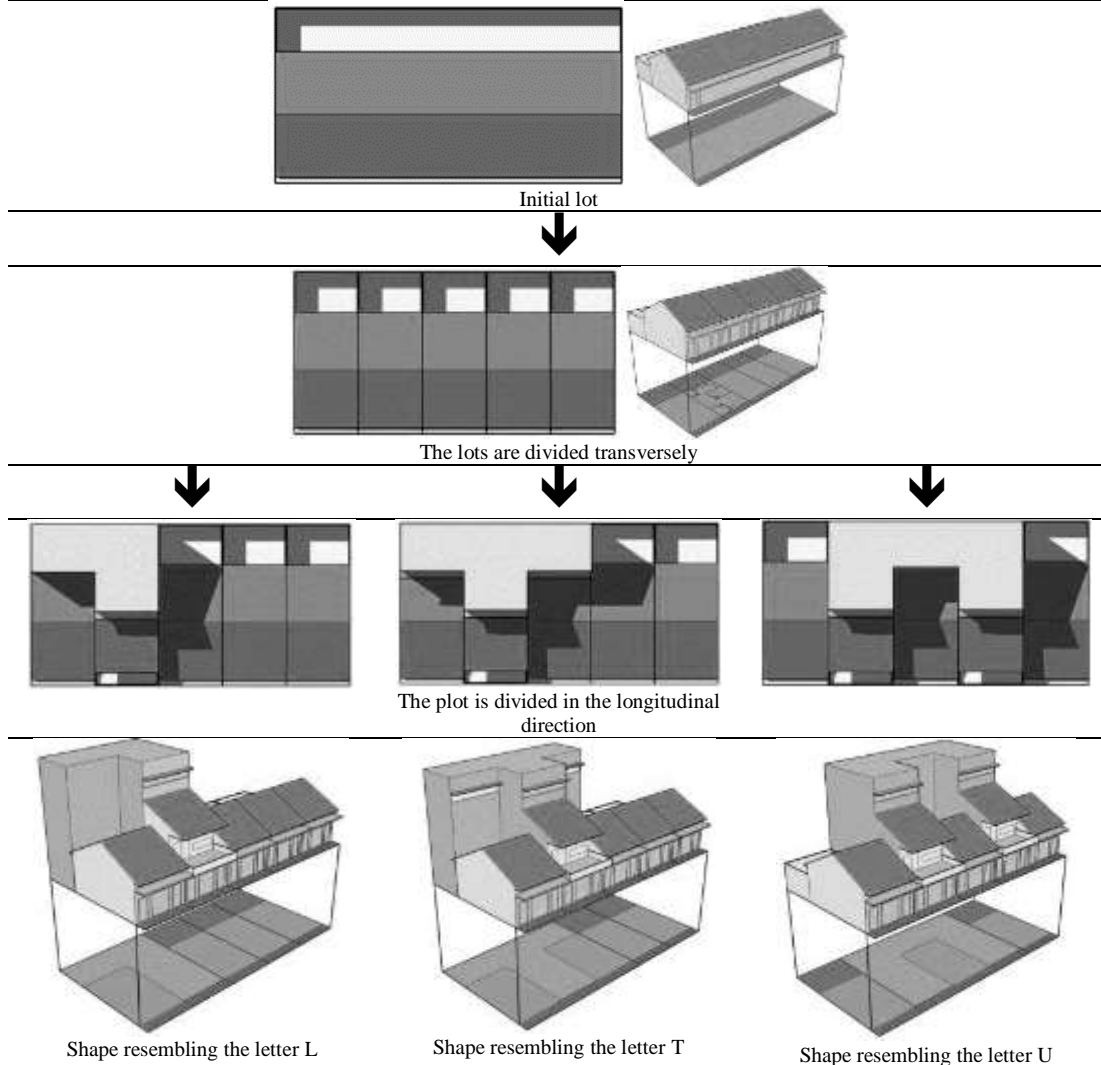


Table 4. Illustration of the formation of irregular shophouses



Transformation in the horizontal and vertical directions

This type of transformation dominates the Pasar Baru trading area. Starting from increasing the number of floors of the building to the maximum according to regulations, then successfully buying units on the right and left and indigenous land in the back block. The expansion towards the inner block is considered the most profitable, so the optimal land area can be obtained to develop its business by staying in the shophouse.

The limited and high price of land in the Central area encourages the optimal use of buildings and land so that all land plots owned are built. However, this type can maintain the function of the shophouse as a place to live and

trade. This type of transformation is a factor causing the formation of irregular shophouse buildings, such as L, U, and other shapes (table 4).

These forms occur because each plot of land purchased will be built as a whole so that the shape of the building can reflect the shape of the land plot. Purchases of plots to the side and rear are generally carried out in stages depending on the seller, as well as development in the vertical direction. Therefore, this form of transformation cannot be predicted in advance.

Conclusion

As time goes by, change or transformation is unavoidable, especially in the commercial area in

the city center. Changes can be identified from changes in shop buildings, both style changes. Their form and function are driven by changes in the area of land parcels, shrinking and expanding due to fragmentation and amalgamation.

Based on this, three types of transformations can be identified: vertical, horizontal, and a combination of horizontal and vertical. These three types of transformation lead to changes in the building's shape, style, and function. In types 1 and 2 (vertical and horizontal transformation), shophouses are generally uninhabited, and the building is only used for trading activities. Whereas in type 3 (a combination of vertical and horizontal), the shophouse still functions as a place to live and trade. With many type 3 transformations, the city center can return to being a livable area both as a place to trade during the day and live at night.

As most of the shop owners, today are Chinese and their descendants, the traditions passed down from the first generation have been running smoothly and have been maintained until now. The next generation's success in carrying out trading traditions requires additional space for trading activities, such as shop space, offices, warehouses, and employee toilets. This is considered a driving factor for the transformation of shophouses in the Pasar Baru area of Bandung.

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Author(s) contribution

Nurtati Soewarno contributed to the research concepts preparation, methodologies, investigations, data analysis, visualization, articles drafting and revisions.

Mustika Kusumaning Wardhani contribute to the research concepts preparation and literature reviews, data analysis, of article drafts preparation and validation.

