

Implementation of Preservation Policies amid Industrialisation: A Study of the Challenge of Cultural Heritage Area Degradation in Kampung Tugu

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ABSTRACT: This study examines the implementation of cultural heritage preservation policies in Kampung Tugu amidst industrialization that threatens its sustainability. This study used a qualitative method with a descriptive approach; data were collected through interviews with the North Jakarta City Administration Culture Office and the Kampung Tugu community, field observations, and literature studies. Data analysis was conducted using Van Meter and Van Horn's policy implementation theory, evaluating policy standards, resources, implementer characteristics, inter-organizational communication, implementer disposition, and the socio-economic and political environment. The findings indicate that policy implementation has not been fully effective. While the government has made efforts to develop Kampung Tugu as a Tourism Village through initiatives such as the Living Museum and Keroncong music groups, land use changes and industrialization continue to degrade the area. Key obstacles include overlapping regulations, lack of inter-agency coordination, and inconsistent government leadership. The local community plays a significant role in preservation efforts but struggles with land rights and environmental challenges. The study concludes that although legal frameworks support heritage preservation, economic interests often take precedence, hindering effective policy execution. This research provides insights for policymakers, academics, and communities on the complexities of cultural heritage preservation in the face of urban development, and it highlights the need for future studies to integrate economic perspectives to ensure the sustainability of Kampung Tugu.

Keywords: Public Policy, Cultural Heritage, Tugu Village, Culture.



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INTRODUCTION

Indonesia is known as a country rich in culture, and it is the responsibility of the community and the government to jointly protect the culture that is the country's identity. According to Article 54 of Law No. 11/2010 on Cultural Heritage, it is stated that everyone is entitled to receive technical

support and/or expertise from the government or local government for the protection of cultural heritage owned and/or controlled (Undang-undang, 2010). Cultural preservation is an effort to preserve and protect a country's cultural heritage so that it is maintained and not forgotten. Cultural preservation is a movement to strengthen culture, history, and identity and create public awareness of their cultural heritage (Weber et al., 2023).

A critical part of the culture to preserve and maintain is the Cultural Heritage Area, which has historical value and culture that continues to be preserved by the original community of the Cultural Heritage Area (Giuliani et al., 2021; Wardana, 2020). Tugu Church, which was built in 1661, became the center of this community. However, as the Tugu area develops, environmental conditions are deteriorating. Old residential areas and plantations are now used as container parking lots and industrial land. The lack of management of the existing cultural heritage makes the existence of this cultural heritage area less attractive to many people (Trifosa & Sutisna, 2023). Therefore, Kampung Tugu as a cultural heritage area needs special attention from the government because the village has undergone significant changes.

During the reign of Governor Ali Sadikin, there was an effort to preserve and maintain Kampung Tugu with the issuance of Governor Regulation Number 63 of 1977 concerning the provisions for the implementation of the restoration of the Kampung Tugu of North Jakarta in the Governor Regulation it was stipulated that the area with a radius of 600 meters from the Tugu Church was a restoration area which was the Kampung Tugu Area, where in this Governor Regulation has established a restoration planning area consisting of the neighborhoods of the Kampung Tugu area so that it can be reserved and function for annual ceremonies and meetings which are the culture of the Kampung Tugu Community (Pratama et al., 2022).

In this context, several cultural preservation policies support Kampung Tugu's preservation. According to DKI Jakarta Regional Regulation Number 9 of 1999 concerning Utilization of the Environment and Cultural Heritage Buildings, the rapid growth and development of the city of Jakarta, if not controlled, can result in a decline in environmental management and cultural heritage, which ultimately threatens the preservation of its buildings. Kampung Tugu meets the criteria for becoming a cultural heritage area according to DKI Jakarta Regional Regulation Number 9 of 1999 and Law Number 11 of 2010.

Article 3 of Law No. 11/2010 clearly states the objectives of cultural heritage protection, namely to protect national cultural heritage and human heritage, improve the dignity of the nation, strengthen the personality of the country, and improve the welfare of the community through community cultural heritage and promote national cultural heritage to the international community.

Then, amid various efforts to socialize the policy, Kampung Tugu was not included in DKI Jakarta Governor Regulation Number 31 of 2022 concerning DKI Jakarta Provincial RDTR or DKI Jakarta Provincial Spatial Detail Plan, which is a provincial regulation that covers all aspects of spatial planning, including space management, preservation, and utilization of regional cultural heritage (Gubernur, 2022).

According to Mazmanian and Sabatier (in Abdul Wahab, 2008), policy implementation is the implementation of fundamental policy decisions, usually in the form of laws, but also in the form of critical executive orders and decisions of judicial bodies. Based on this understanding, policy implementation is an obligation that needs to be fully implemented to impact the expected results. Supported by several regulations as an effort to preserve the Cultural Heritage Area, namely Kampung Tugu, including the latest regulations related to cultural heritage, namely Law Number 11 of 2010, but weakened by the exclusion of Kampung Tugu in the RDTR in DKI Jakarta Governor Regulation Number 31 of 2022, the author finds interest in conducting research with the title “Policy Implementation in Preserving Cultural Heritage (Kampung Tugu Study)” (Gubernur, 2022)

METHOD

Research Type

This research is a leatherette study that adopts a descriptive approach. The qualitative research method with a descriptive approach is a method that aims to describe social phenomena or symptoms in depth and detail (Bungin, 2015). This approach emphasizes understanding the context and meaning of the phenomenon being studied. According to Sugiyono (2022), descriptive qualitative research is based on the philosophy of postpositivism and is used to analyze and describe social phenomena with a systematic approach (Sugiyono, 2022). In this study, a descriptive method with a qualitative approach was chosen because it provides an opportunity for researchers to understand the phenomenon under study more deeply, including the influence of social and cultural context (Moleong, 2005). In addition, the results of qualitative research often produce rich and detailed data, which can provide new and in-depth insights into the subject under study (Creswell, 2017).

The data sources obtained in this study are secondary data sources and primary data sources. Secondary data sources were obtained through previous research results, descriptions, and journals relevant to policy implementation. Meanwhile, primary data sources were obtained through documentation and interviews with the North Jakarta City Administration Culture Office, namely the North Jakarta City Administration Culture Office and the natives of Kampung Tugu. This research was conducted using data collection techniques where researchers went directly to the field and conducted observations, interviews, and documentation, with literature studies as supporting data from the field.

Population and Sample/Informants

This study determined two informants: the North Jakarta City Administration Culture Office as the primary informant and the Kampung Tugu Community as a supporting informant. This sampling aims to discover the two perspectives of cultural preservation in Kampung Tugu. These two informants were chosen because, in their implementation, they are individuals/organizations with significant responsibility for preservation in Kampung Tugu.

Research Location

This research focuses on policy implementation to preserve cultural heritage, with a case study of Kampung Tugu. The selection of this location is based on the fact that North Jakarta only has one cultural village that can function as a tourist destination, namely Kampung Tugu, which is currently experiencing degradation. To support the continuity of this research, research activities were carried out in agencies and stakeholders involved in optimizing the implementation of policies to preserve cultural heritage areas in Kampung Tugu, North Jakarta.

Instrumentation or Tools

This research uses a semi-structured interview guide to obtain broader information on implementing cultural heritage area preservation policies in Kampung Tugu while following the interview guidelines.

Data Collection Procedures

In-depth interviews were conducted at Kampung Tugu and the Office of the Cultural Sub-department of North Jakarta Administrative City. In addition to conducting in-depth interviews, data collection was obtained through documents that corroborated the research and observations from each informant.

Data Analysis

Researchers conducted data analysis after collecting primary and secondary data to understand the research problem. Qualitative research: according to Arikunto (2014), descriptive research is a type of research that investigates situations, conditions, or other issues and presents the results in the form of research reports (Arikunto 2014).

The data collected from various stakeholders in this study were then categorized into internal and external factors. Then, the findings from field data collection were analyzed using the theory of successful policy implementation proposed by Van Meter and Van Horn (1975).

Then, the data that has been obtained is analyzed using the six main variables in the theory of successful policy implementation according to Van Meter and Van Horn (1975), namely policy standards and objectives, resources, organizational/individual characteristics of implementers, inter-organizational communication, Manners or dispositions of implementers, social, economic and political environment. The data analyzed using Van Meter & Van Horn's theory can be discussed to get results that answer the problem formulation.

RESULT AND DISCUSSION

1. Policy Standards and Objectives

The standard for successfully implementing preservation policies in this area is to make this cultural heritage area a sustainable destination. Based on the results of an interview with Pamong Budaya at the North Jakarta City Cultural Office, he said:

“They become a destination. It has become a destination, but to become an SDGS destination, it has not.”

(Interview Result on 14 January 2025)

In realizing this, there is a Decree of the Head of the DKI Jakarta Tourism and Creative Economy Agency Number e-0001 of 2023, which stipulates Tourism Villages in Jakarta, especially North Jakarta, with only one cultural village in it, namely Kampung Tugu, with a pilot category. In addition to the determination efforts of the Head of the DKI Jakarta Tourism and Creative Economy Office, there have been several efforts from the North Jakarta City Administration Cultural Office in supporting the preservation of this cultural heritage area, with the establishment of the Living Museum which several tourists have visited, and regionally, the North Jakarta City Administration Cultural Office has tried to develop the Kampung Tugu community with the existence of 3 keroncong studios as a cultural ecosystem.

Based on the results of an interview with Pamong Budaya at the North Jakarta Cultural Office, he said:

“Currently, the cultural heritage building is only the Tugu Church, but the Cultural Office is developing cultural heritage from only the Tugu Church. There is a Living Museum, even though it is still an embryo. In the area, we try to develop the community. There have been 3 Keroncong groups, and as a cultural ecosystem, it is still preserved.”

(Interview Result on 14 January 2025)

The clarity of this preservation policy can also be considered precise. Both the community and the local government know there are preservation rules in the cultural heritage area, namely Kampung Tugu. Based on the results of an interview with Public Relations at the Tugu Big Family Association, he said:

“I know it's been a long time; the first time Governor Ali Sadikin launched it, if I'm not mistaken, in the 70s, which contained a radius of 600m from the church. Then it was changed to 300m.”

(Interview Result on 15 January 2025)

Based on the results of the interview above, it can be seen that efforts have been made to achieve policy standards and clarity of cultural heritage area preservation policies. However, they have not been able to be maximized due to the area adjacent to the industrial area.

2. Resources

In the budget aspect, the Culture Office of the North Jakarta Administrative City has assisted with budget input in the cultural sector. Based on the results of an interview with Pamong Budaya at the North Jakarta City Cultural Office, he said:

“For the cultural budget so far, the Tugu community has become a partner with culture and has been running for three consecutive years where we hold 24 nights with the support of the Culture Office and the Culture Office.”

(Interview Result on 14 January 2025)

In the aspect of natural resources in Kampung Tugu, there have been many changes and shortcomings due to industrial development and land use changes. What should be green land or residential areas now become container garages. Although the natural resources in Kampung Tugu are still there and remaining, their management so far has not been able to be maximized.

Based on the results of interviews with Public Relations at the Tugu Big Family Association, he said:

“Until now, natural resources can be said to exist still. Only if it is managed properly will it have an impact. Natural resources here do not have a proper place.”

(Interview Result on 15 January 2025)

In terms of human resources, the North Jakarta City Administration Culture Office always strives to empower the Kampung Tugu community through cultural activities. In this case, both the North Jakarta City Administration Culture Office and the community are equally active in carrying out cultural activities in Kampung Tugu, especially in keroncong music.

Based on the results of an interview with Pamong Budaya at the North Jakarta City Administration Cultural Service, he said:

“We try to develop the community. There have been 3 Keroncong groups, and as a cultural ecosystem, it is still preserved.”

(Interview Results on 14 January 2025)

Thus, it can be understood that the input requirements for implementing this preservation policy are always there, but how to manage them depends on the area's conditions. For example, natural resources have not been managed well enough because the area is adjacent to the industrial area, but in terms of cultural budgets and human resources, so far, it has been running correctly.

3. Organizational/Individual Characteristics of Implementers

In the aspect of culture in the implementing organization, according to the government's point of view, they have given their support while they have the authority in this matter. For example, the Tourism and Creative Economy Department focuses on marketing Kampung Tugu, the Urban Parks and Forest Department seeks to arrange the park at the Tugu Museum, and the Cultural Department provides support through community empowerment.

Based on the results of an interview with Pamong Budaya at the North Jakarta Culture Office, he said:

"We get support from binamarga. There are several arrangements, such as at the Tugu Church and the Tugu Museum, a park arrangement, and the North Jakarta Tourism and Creative Economy Office, which markets Kampung Tugu as a tourist destination. There is keroncong festival coaching for us, and then community empowerment for keroncong artists is a cultural task."

(Interview Results on 14 January 2025)

However, there is a difference of opinion from the community represented by the Public Relations in the Tugu Big Family Association. He assesses that the change of government has made the Kampung Tugu cultural heritage area between being cared for and not. He also argued about the area that became container traffic, which should have been clear that the area should not be traversed by large vehicles.

Based on the results of an interview with Public Relations at the Tugu Big Family Association, he said:

"The government goes back and forth; some care and some don't. Those who care want to restore it. 2017 at that time, the governor gave a circular letter in 2017, and it had to be clear that large vehicles could not pass this area. But when he was no longer in office, that was it. All of this depends on how the leader is."

(Interview Result on 15 January 2025)

Therefore, local governments, such as the Departmental Tribes in North Jakarta, have endeavored to do their part of the job within the limits of their respective authority. Still, overall, the change of government greatly affects the security and preservation of cultural heritage areas.

4. Inter-Organizational Communication

In this indicator, both the community and the government have good communication with each other. The community of Kampung Tugu is also considered reliable enough to preserve their village. Based on the results of an interview with Pamong Budaya at the North Jakarta City Cultural Office, he said:

"Sometimes we write letters or come directly. Communication between the culture and the community is quite effective because they have enough power to support their village."

(Interview Result on 14 January 2025)

Based on the results of an interview with Public Relations at the Tugu Big Family Association, he said:

"It goes well. Whether it is effective or not is how it is implemented. It is effective if the government is responsive. And so far, the government is quite responsive. But after implementation, what do you get? Don't just waste the budget. So far, every activity is not sustainable, so assistance is needed."

(Interview Result on 15 January 2025)

Thus, it can be concluded that communication between the government and the community has been going well. However, when viewed from the answers of the community represented by Public Relations in the Tugu Big Family Association, implementation appears still not effective. This is coupled with the Tugu community's lack of utilizing opportunities to make their activities sustainable.

5. Manner/Disposition of Implementers

From the perspective of the Tugu community, the Michiels family's involvement in trying to survive and protect the area in the condition of their village, which has undergone many changes, is evident in the manifestation of the Living Museum and their active keroncong music playing.

Based on an interview with a public relations officer at the Tugu Big Family Association, he said:

“With the current conditions, the Michiels Family is trying to survive, trying to protect, and I think the rules about Cultural Heritage and all kinds of contents must not only be implemented by the government but also the community, stakeholders, and the Tugu people themselves and people other than Tugu who are here.”

(Interview Result on 15 January 2025)

With the condition of their village, which makes it almost impossible to return to its original state, the remaining Tugu people also feel the impact and disappointment over this preservation policy's ineffective implementation. Based on the results of an interview with Public Relations at the Tugu Big Family Association, he said:

“Those given business licenses should have been informed that this is a cultural heritage area. They don't know if they are not told. When they came here, it was not us (the community) who told them, ‘Sir, this is a cultural heritage area’; it was the government. If the government does not allow it, there is no way they can build a business.”

(Interview Result on 15 January 2025)

In the conflict between the industrial area and the cultural heritage area, from the point of view of the North Jakarta City Administration Culture Office, other parties such as the Tourism and Creative Economy Office, the Urban Parks and Forest Office, and other collaborators such as artists have been good enough in seeking preservation in Kampung Tugu. Following the results of an interview with Pamong Budaya at the North Jakarta Cultural Office, he said:

“In terms of commitment, the emphasis is on culture. But they are already good enough collaborators. We are slowly contributing.”

(Interview Result on 14 January 2025)

Therefore, this indicator shows that the preservation policy implementers are committed to and work to make the area a cultural heritage area that can become a sustainable Tourism Village. However, in this case, the most they can do is survive and protect the cultural remains in the area. Developing the area will be more difficult due to the social, economic, and political environment factors explained in the next sub-chapter.

6. Social, Economic, and Political Environment

In the aspect of the social environment, it can be seen in the Kampung Tugu area where the environment has changed from green land to land used; this container garages, this land use change problem impacts the local community. In dealing with these social environmental problems, efforts have been made by the North Jakarta Cultural Service Office, such as proposing an operational container schedule. Still, in reality, the proposal has not run optimally.

Based on the results of an interview with Pamong Budaya at the North Jakarta Cultural Service, he said:

“The Cultural Service proposed a container schedule in line with the community and the management of container operating hours. However, the proposal has not yet been implemented. To change that will broadly impact the economy, we are waiting for a stronger policy nationally.”

(Interview Result on 14 January 2025)

With this statement, it can be seen that the cause of the unhealthy environment, polluted environment, less green environment, and flood-prone environment in the neighborhood is due to the economic impact on the city of North Jakarta if the area begins to try to change back to its original state. In realizing the International City, Jakarta focuses on economic development where the economy in Jakarta continues to grow. However, Jakarta is still not optimal in human development, especially in North Jakarta.

Regarding economics, infrastructure development is essential in creating a tourist village. Around the 70s, when the land in Kampung Tugu was still an agricultural and semi-forest area, the first development was the road, where the road in Kampung Tugu had been made and facilitated traffic there. However, some of the local people's rice fields were evicted, and taxes at that time soared along with the price of their land; factories began to be built not far from local housing. At that time, many people who were previously farmers became workers, and because taxes rose and there were offers to sell their land, they sold the land because the local economy was not easy then. Thus, the economic factors today in Kampung Tugu are due to the sale of land and the construction of factories around the 70s. Although it is clear that the area is a cultural heritage area, the existence of industrial regions is due to licenses granted by the government.

Based on an interview with a resident of Kampung Tugu who is also a public relations officer at the Tugu Big Family Association, he said:

“Why is the government regulation not used? When the Tugu people want to sell the land, who buys it? The government! The government should buy it so that it remains sustainable. He can build anything. It's up to the government. If, for example, the concentration is on cultural heritage, then just develop cultural heritage. But because the government doesn't care. . . or when a businessman buys, he wants to build something, it should be prohibited. Did all this end up happening? Who is at fault? It's said to be unscrupulous.”

(Interview Result on 15 January 2025)

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In overcoming the conflict between economic development and cultural development in the Kampung Tugu area, the Jakarta City Cultural Office continues to strive for consideration for artistic development, considering that there is tourism potential in creative development.

Based on the results of an interview with Pamong Budaya at the North Jakarta Cultural Service Office, he said:

“What we build with the Economic and Development Assistant is for the steps. Providing advice to the Tourism and Creative Economy Office, explaining to the Economic Division that it is an effort to bridge economic and cultural development, it turns out that there is also economic development value behind cultural development, in line with national policy with the development of the cultural economy.”

(Interview Result on 14 January 2025)

In the political aspect, it is clear that there are overlapping policies that make the status of Kampung Tugu a question mark. With the existence of the Detailed Spatial Plan of the Planning Area contained in the DKI Jakarta Governor Regulation Number 31 of 2022, which on the map explains that some land in the area around the Tugu Church is now a trade sub-zone with code K-3, road body with code BJ, and R-1 which means residential sub-zone.

Picture 1. RDTR Map of Kampung Tugu



(Source: jakartasatu, 2022)

In response, the North Jakarta City Administration Culture Office is still trying to compromise with the environmental situation. Also, the community, by continuing to find a middle ground that is following the conditions of the problem in Kampung Tugu, the North Jakarta City Administration Culture Office continues to carry out its function as a cultural preservationist.

Based on the results of an interview with Pamong Budaya at the North Jakarta Cultural Service Office, he said:

“Finally, we have to compromise with the environmental situation and the community because it is also not good if we are stubborn to a regulation. Because if you want to restore the area according to the 77 gubernatorial regulations, the government budget is not there. The Culture Office is working on a Cultural Village.”

(Interview Result on 14 January 2025)

Thus, it can be understood that the social, economic, and political environment indicators are very influential in policy implementation. Overall, the problems that occur in Kampung Tugu, such as land use change, flooding, pollution, and becoming accident-prone due to large transportation using local roads, occur because of government permits until finally, the creation of RDTR, which currently complicates the preservation process in Kampung Tugu.

The literature review of 3 articles using Van Meter & Van Horn's theory with different study focuses proved effective in assessing policy success based on the standards of the policy itself. By revealing various factors that can affect the success of a policy implementation, it can be used as an evaluation material for stakeholders so that they can update their steps in adjusting policy implementation for policy success.

Table 1. Key Findings from Reviewed Literature

No	Author(s)	Year	Study Focus	Key Findings	Moderating Factors	Geographic Context
1	(Sari & Syafina, 2022)	2022	Optimizing the use of SIPD	Implementing the Regional Government Information System (SIPD) at the Regional Revenue Management Agency (BPPD) of Labuhanbatu Selatan Regency is not yet optimal.	The quality of the system is inadequate.	South Labuhanbatu
2	(Forwanti & Setiawan, 2022)	2022	Evaluating the success of the policy	The Social Service of Palangka Raya City has not implemented its policy for handling homeless people and beggars well.	Lack of human resources, financial resources, and ineffective communication	Palangka Raya City
3	Lestari et al.	2024	The implementation of the BLT program policy in Sidomulyo Village.	The BLT program in Sidomulyo Village helps the poor meet their basic needs and provides the necessary social protection.	Availability of budget, community enthusiasm, and the hard work of field assistants	Sidomulyo Village

(Source: Author's processing)

Policy implementation in preserving cultural heritage areas in Kampung Tugu can be considered ineffective, but human empowerment in line with cultural preservation can be considered optimal. In this case, developing Kampung Tugu's potential will positively impact the government because

Kampung Tugu is the result of a mixture of cultures left over from the colonial period. The efforts that continue to be made by stakeholders show how committed they are to caring for the environment, which always needs sustainable handling.

The obstacles that Kampung Tugu has faced should be handled immediately, considering that preservation in Kampung Tugu also includes preserving nature in Kampung Tugu. Kampung Tugu, with its potential to increase the number of tourists, cannot be abandoned to become an industrial area. The positive impacts of policy implementation, such as managing natural resources in the area to make it greener than before, using land for residential and cultural activities, not for container garages, and other positive impacts, will simultaneously cause the city of Jakarta, especially in Kampung Tugu, a comfortable and livable area.

There are also essential aspects in implementing preservation policies in Kampung Tugu, such as the social, economic, and political environment. The residential area in Kampung Tugu is necessary to note the negative impact of negligence in preserving the cultural heritage area, which has made some of its residents move to other places due to rising land values and high taxes. Plus, the area has become a trade sub-zone in the Detailed Spatial Planning Plan contained in DKI Jakarta Governor Regulation 31 of 2022, clearly showing how crucial it is to preserve cultural heritage areas. This incident did not happen suddenly, with a strategic area close to the port and toll road making this area a container traffic area since the construction of roads in the Kampung Tugu residential area at that time.

Interpretation of Key Findings

This research found that social, economic, and political environmental factors influence policy implementation. In realizing policy standards, all elements that support the creation of cultural heritage areas are needed. However, knowing that the obstacles felt by Kampung Tugu have not been resolved, the management and development of the cultural heritage area are constrained, which can hurt the sustainability of the Kampung Tugu environment. The current condition of Kampung Tugu needs support from the government. Still, changing leaders were found to be very influential in the sustainability and preservation of the area.

Although there have been written efforts, the implementation must be considered and assisted. Given the 2022 Spatial Detail Plan, which does not write Kampung Tugu as a cultural heritage area, the area's ambiguity is even more apparent. The community wants preservation and is still making efforts, with the condition of the degraded area making the preservation of Kampung Tugu crucial. Kampung Tugu, which has the potential to improve the economy, will eventually lose out to large industries if left alone in conservation.

Comparison with Previous Studies

Table 2. Previous Studies

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No	Author(s)	Year	Title	Method	Theory	Key Findings
1	(Ritiduiian & Megawati, 2019)	2019	Implementasi Kebijakan Pelestarian Bangunan Cagar Budaya (Studi Pada Bangunan Bekas Penjara Koblen Menjadi Pasar Buah di Kota Surabaya)	Descriptive research with a qualitative approach	The Policy Implementation Process Theory according to (Abidin, 2012)	There is an inconsistency between preservation policies in Law No. 11 of 2010 and Regional Regulation No. 5 of 2005, with the actual condition of the buildings not being well-maintained.
2	(Bombo, 2021)	2021	Implementasi Kebijakan Publik dalam Melestarikan Cagar Budaya (Studi Kelurahan Polowijen)	Descriptive qualitative method.	Policy implementation theory by Merilee S. Grindle	There are challenges related to building materials, design, and private ownership. This research emphasizes the importance of preservation.
3	Trifosa & Sutisna	2023	Mengembalikan Memori Kampung Tugu Melalui Ruang Kebudayaan Kampuan Tugu, Jakarta	Qualitative methods and compilation methods.	Theory that encompasses the concept of urban acupuncture	Environmental degradation caused by the use of land for container parking and industry threatens the area's cultural character.
4	Novariza & Ahdia	2024	Implementasi UU Nomor 11 Tahun 2010 tentang Cagar Budaya oleh Dinas Pariwisata dan Kebudayaan Kabupaten Bandung	Descriptive qualitative research with a juridical-sociological approach.	Juridical-sociological	Various challenges have been identified in preserving cultural heritage sites, such as the lack of academic evidence, minimal coordination between the community and experts, and limited human and financial resources.
5	(Cantika & Kurniawan, 2022)	2022	Implementasi Kebijakan Pelestarian Cagar Budaya (Studi: Eksistensi Museum	Descriptive research with a qualitative approach	Policy implementation theory by Van Meter and Van Horn (1975)	The focus is on assessing the effectiveness of policies and identifying constraints such as

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			Sepuluh Nopember di Kota Surabaya)				the lack of HR competence, budget issues, and the impact of the pandemic. Covid-19.
6	(Sukaesih & Miswan, 2021)	2021	Analisis Kualitas Daya Tarik Destinasi Pariwisata Perkampungan Budaya Betawi Setu Babakan	Method of Descriptive Analysis	Theory of Tourist Attraction Quality		Most respondents are men aged 20-35, mostly students, with an average rating of 3.31 in the "good" category.
7	(Dewi et al., 2023)	2023	Implementasi Kebijakan Pelestarian Bangunan Cagar Budaya Kota Lama Semarang	Descriptive research. Descriptive qualitative approach.	Policy implementation theory by Van Meter and Van Horn (1975)		Exploring the effectiveness of policies and identifying key actors in conservation efforts. The findings indicate significant progress by the Semarang City Government in conservation.
8	Mahindra & Megawati	2022	Implementasi Kebijakan Revitalisasi Kawasan Cagar Budaya (Studi Pada Jalan Ponggung Kota Lama, Surabaya)	Descriptive research with a qualitative approach.	The theory of policy implementation by Richard Matland (1995)		Assessing the effectiveness of the 2019 revitalization to attract tourists and preserve historical values. Although the policy is considered appropriate, there is community resistance to the choice of paint colors that are deemed unsuitable.
9	(Mahali & dkk, 2014).	2023	Implementasi Pengembangan Wisata Hutan Mangrove Sebagai Cagar Budaya di Kabupaten Parigi Moutong Provinsi Sulawesi Tengah	Qualitative Research.	Theory of Tourism Development Implementation by Sobarin		Highlighting the role of social groups, such as youth and KOMDARIS, as well as the challenges they face, including the impact of the COVID-19 pandemic.
10	Ramdania et al.	2023	Implementasi Kebijakan Peraturan Wali Kota Bogor	Descriptive quantitative approach	The Theory of Successful Policy		Identifying the hindering factors and efforts to ensure the success

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Nomor Tahun tentang Pelestarian Budaya Sunda (F et al., 2023)	55 2020	Implementation by Edward III	of policies so that Sundanese culture can be preserved as a heritage of ancestors and local identity.
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(Source: Author's processing)

This research examines explicitly the issue of preserving cultural heritage areas in Kampung Tugu, focusing on land use change that poses a risk to the sustainability of the environment and cultural heritage. This research found problems, such as the conversion of green land and housing in Kampung Tugu into container garages and industry, which directly impact the urbanization process in the area. In addition, this research found a lack of attention from the government despite the existence of clear and firm regulations, such as Law Number 11 of 2010, Governor Decree Number 63 of 1977, Decree of the Head of the Tourism and Creative Economy Office of the Special Capital Region of Jakarta Province Number e-0001 of 2023, which shows a gap between policies and their implementation in the field.

Based on the ten previous studies summarised, they tend to discuss cultural preservation in a broader context, often focusing on general policy, revitalization, and management of cultural heritage in various places. They do not specifically address the issue of land use change or the impact of urbanization in the same depth as this study. In addition, they primarily emphasize policy aspects and recommendations for preservation in general without delving further into the local context and specific challenges each location faces. Thus, this research can make a more specific and contextualized contribution to understanding cultural preservation in areas threatened by land use change.

Limitations and Cautions

This research has provided new insights regarding preserving cultural heritage areas in Kampung Tugu. However, obstacles to interviews from various perspectives make this research limited and only examines from a cultural perspective. Future research can examine the economic point of view so that it can contribute to overcoming problems in the area and provide broader and stronger insights.

Recommendations for Future Research

Future research needs to examine in depth other perspectives to find common ground between the economy and cultural preservation. In addition, it can explore the impact of overlapping policies that will provide greater insight into the problems in an area. In addition, it can conduct mixed methods interviews and distribute questionnaires so that the entire community of Kampung Tugu can contribute to the research and introduce their area to the world.

CONCLUSION

Implementing the cultural heritage area preservation policy in Kampung Tugu is still being pursued. With several environmental problems that have changed a lot and some of the indigenous Tugu people who have moved, efforts to restore Kampung Tugu to its original state are not easy. The local government continues to strive to preserve Kampung Tugu; in this case, it is empowering the Tugu community (Jaelani et al., 2024; Widoyoko, 2014).

Implementing the Cultural Heritage Area Preservation Policy (Kampung Tugu Study) can be said to have gone well, following local environmental conditions. However, it has not been able to maximize the area's development, although the commitment and efforts of the community and government towards Kampung Tugu will make Kampung Tugu remain a cultural heritage area.

With the findings that have been discussed, it can be concluded that with this overlapping policy, it is better to immediately confirm which policy should be able applied and be implemented in Kampung Tugu so that in its implementation, it can run more effectively and develop according to the direction of the policy, by seeing how the impact of the two conflicting policies is currently being implemented, the government should be able to immediately take action before the condition of the area gets worse (Pratama et al., 2023). This research finds obstacles in the need for interviews from various perspectives, which makes it have limitations, as it only examines a cultural preservation perspective. Future research can explore the economic point of view so that it can contribute to overcoming problems in the area and provide broader and stronger insights.

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