Study on the Preservation of The Heritage Area of Tanjung Pura, Langkat Regency in Strengthening the Identity of the Cultural City and Sustainable Local Economic Development

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Abstract

This study aims to analyze the preservation of heritage areas in Tanjung Pura in strengthening the identity of cultural cities and supporting sustainable local economic development. This area has high historical value as the center of the Langkat Sultanate with various cultural relics such as the Azizi Mosque. This study uses a qualitative approach with a descriptive type of research. Data collection techniques are carried out through field observations, in-depth interviews, documentation, and literature studies. Data analysis uses an interactive model that includes data reduction, data presentation, and conclusion drawn. The results of the study show that the condition of heritage areas still has great potential, but the level of preservation is not even and faces various obstacles, such as limited regulations, low community participation, and not optimal role of stakeholders. The preservation of heritage areas has been proven to contribute to strengthening the identity of cultural cities through the preservation of historical and cultural values, and has the potential to encourage local economic development through the tourism and creative economy sectors. However, the utilization of this potential has not been maximized due to limited management and infrastructure. This study concludes that an integrated conservation strategy is needed through policy strengthening, improving regional management, community empowerment, heritage tourism development, and the use of technology and partnerships with the private sector. This effort is expected to be able to maintain the sustainability of heritage areas while improving the welfare of the community in a sustainable manner.

Keywords: Heritage Area, Preservation, Cultural City Identity, Local Economy, Sustainable Development

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2nd International Conference on Islamic Community Studies (ICICS)
Theme: History of Malay Civilisation and Islamic Human Capacity and Halal Hub in the Globalization Era
https://proceeding.pancabudi.ac.id/index.php/ICIE/index

Introduction

Heritage areas are one of the important assets in regional development that not only have historical value, but also cultural, social, and economic value (Fitri et al., 2025). The existence of heritage areas is a symbol of the identity of a region that is able to strengthen the character of the city and become a cultural-based tourist attraction (Agung Wibiyanto & Prastowo, 2023). In the context of sustainable development, the preservation of heritage areas is not only aimed at preserving the heritage of the past, but also using it wisely to improve the welfare of the community in the present and future.

The Tanjung Pura area in Langkat Regency is one of the areas that has high historical value, especially as the center of the Langkat Sultanate government in the past. The area holds various historical relics, such as the Azizi Mosque and the buildings of the Langkat Sultanate which reflect the success of the Malay civilization at that time (Marpaung & Rosmen, 2022). The existence of these sites makes Tanjung Pura have great potential as a heritage area that can be developed into a cultural city.

However, along with the development of the times and the pressure of modern development, the heritage area in Tanjung Pura faces various challenges. Changes in land use, lack of attention to the conservation of historic buildings, and lack of public awareness of the importance of preserving cultural heritage are factors that threaten the sustainability of the area. If not managed properly, the historical value and cultural identity contained in it have the potential to be degraded and even lost (Syahara & Kurnia, 2025).

The preservation of heritage areas is not only limited to efforts to maintain the physical of buildings, but also includes the preservation of cultural values, traditions, and local wisdom that live in the community. An integrated preservation approach is needed so that heritage areas can remain relevant to the times without losing their essence (Mahindra & Megawati, 2022). Therefore, synergy is needed between the government, the community, and the private sector in designing sustainable preservation strategies.

Apart from being a cultural identity, heritage areas also have great potential in supporting local economic development (Hidayat et al., 2025). The development of heritage tourism can be a new source of income for the community through the tourism sector, creative economy, and micro, small and medium enterprises (MSMEs). With proper management, heritage areas can become an economic driving force based on local uniqueness, so that they can improve the welfare of the surrounding community (Simatupang et al., 2024).

The concept of sustainable local economic development emphasizes the optimal use of local resources without damaging the local environment and culture (Ruliansyah et al., 2025). In this case, the preservation of heritage areas in Tanjung Pura can be one of the strategies to achieve sustainable development. The integration between cultural preservation and economic development is expected to be able to create a balance between conservation and utilization aspects.

However, in its implementation, there are still various obstacles such as budget limitations, lack of supportive regulations, and weak coordination between stakeholders. In addition, the non-optimal promotion of heritage areas as cultural tourism destinations is also an obstacle in increasing the attractiveness of Tanjung Pura at the regional and national levels. This shows that a comprehensive study is needed to formulate an effective and sustainable conservation strategy.

Based on this description, it is important to conduct a study on the preservation of the Tanjung Pura heritage area of Langkat Regency in strengthening the identity of the cultural city and supporting sustainable local economic development. This research is expected to contribute to formulating appropriate policies and strategies to maintain the sustainability of cultural heritage while improving the welfare of the community through optimal use of heritage potential.

Problem Identification

Based on the background of research on the preservation of heritage areas in Tanjung Pura, several problems can be identified as follows:

1. Efforts to preserve heritage areas that include historical buildings such as the Azizi Mosque and the heritage of the Langkat Sultanate have not been optimal, both in terms of physical care and the protection of their historical value.
2. The occurrence of changes in land function and modern development that does not pay attention to the conservation aspects of heritage areas, so that it has the potential to damage the authenticity and character of the area.
3. Low awareness and community participation in maintaining and preserving heritage areas as part of local cultural identity.
4. There is no integrated and sustainable conservation strategy between the government, the community, and the private sector in the management of heritage areas.
5. Lack of policy support, regulations, and budget limitations in efforts to preserve heritage areas.
6. The potential of heritage areas as cultural tourism attractions has not been optimally utilized to support local economic development.
7. The lack of promotion and development of heritage areas as leading tourist destinations at the regional and national levels.
8. There has not been a synergy between cultural preservation and sustainable local economic development in the Tanjung Pura area.

Problem Formulation

Based on the identification of the above problems, the formulation of the problem in this study is:

1. What is the existing condition of the heritage area in Tanjung Pura seen from its physical aspects, functions, and historical value?
2. What is the level of preservation of historical buildings and sites, such as the Azizi Mosque and the heritage of the Langkat Sultanate in maintaining the authenticity and cultural identity of the region?
3. What are the factors that affect the success or failure of the preservation of heritage areas in Tanjung Pura?
4. What is the role of the government, the community, and the private sector in efforts to preserve the Tanjung Pura heritage area?
5. How does the preservation of heritage areas contribute to strengthening Tanjung Pura's identity as a cultural city?
6. What is the potential and role of heritage areas in supporting sustainable local economic development in Tanjung Pura?
7. What efforts or strategies can be made to optimize the preservation of heritage areas while increasing economic benefits for the community in a sustainable manner?

Literature Review 2.1 Heritage Area

Heritage areas are areas that have important historical, cultural, architectural, and social values that are inherited from generation to generation (Murad Lubis et al., 2022). This area reflects the identity of an area and is a testament to the historical journey and civilization of the community in the past. According to the concept of cultural preservation, heritage areas include not only physical buildings, but also intangible values such as traditions, customs, and local wisdom (Rozi, n.d.).

The Tanjung Pura area is an example of a heritage area that has high historical value as the center of government of the Langkat Sultanate. The existence of sites such as the Azizi Mosque shows the importance of this area in the history of the development of Malay culture in North Sumatra.

From a regional planning perspective, the heritage area has strategic potential to be developed as a cultural tourism center and historical education (Nurtaufiq et al., 2022). However, without planned preservation efforts, this area has the potential to be damaged or lose its original value.

2.2 Concept of Heritage Area Preservation

The preservation of heritage areas is a systematic effort to maintain, protect, and utilize cultural heritage so that it remains sustainable. Preservation not only focuses on the physical conservation of buildings, but also includes revitalizing the function of the area to keep it alive and relevant to the needs of modern society.

Conservation approaches generally include conservation, restoration, rehabilitation, and adaptation (Diah Nurita et al., 2024). Conservation aims to maintain the original condition of the building, while restoration seeks to restore the original condition. Rehabilitation is carried out to improve the function of the building without losing its historical value, while adaptation allows for new uses without damaging the original character.

Effective conservation requires regulatory support, community participation, and the involvement of various stakeholders. Without this synergy, conservation efforts tend to be unsustainable and difficult to achieve long-term goals.

2.3 Cultural City Identity

Cultural city identity is the image or distinctive character of a city formed from the historical, cultural, and traditional values of its people (Greece, 2025). This identity is a differentiator between one city and another and plays a role in strengthening people's sense of pride in their region.

Heritage areas have an important role in shaping the identity of cultural cities because they contain strong historical and symbolic value (Sani & Abet, 2021). The existence of historical buildings, cultural sites, and local traditions can be the main elements in building the city's image as a cultural destination.

In the context of Tanjung Pura, the preservation of the heritage area can strengthen its position as a cultural city that has high historical value (Nurbaiti et al., 2023). It can also increase tourist attraction and expand recognition of local cultural richness at the national and international levels.

2.4 Sustainable Local Economic Development

Sustainable local economic development is an economic development process that makes optimal use of local potential while preserving the environment and culture (Budiawan et al., 2024). This concept emphasizes the balance between economic growth, cultural preservation, and community welfare.

Heritage areas can be one of the driving forces of the local economy through the development of the cultural tourism, creative economy, and micro, small and medium enterprises (MSMEs) sectors. Tourism activities such as visits to historical sites, cultural festivals, and local handicraft products can increase people's income (Mahindra & Megawati, 2022). However, heritage-based economic development must be carried out carefully so as not to damage existing cultural values. Therefore, a management strategy is needed that integrates economic and conservation aspects in a balanced manner.

2.5 The Role of Stakeholders in Heritage Area Preservation

The preservation of heritage areas involves various parties, including the government, the community, and the private sector. The government plays a role in the formulation of policies, regulations, and the provision of budgets for preservation. The community has an

important role in maintaining and preserving cultural values as part of daily life (Nurtaufiq et al., 2022).

The private sector can also contribute through investment in the development of heritage areas, such as heritage tourism management and the revitalization of historic buildings. Collaboration between stakeholders is the key to success in preserving heritage areas.

Lack of coordination between parties is often an obstacle in the implementation of preservation. Therefore, an integrated and participatory management model is needed so that conservation can run effectively and sustainably.

2.6 Heritage Area Preservation and Development Strategy

The heritage area preservation strategy includes various approaches, such as the determination of cultural heritage areas, the preparation of heritage-based spatial plans, and the development of cultural education and promotion programs (González-González et al., 2022). In addition, the use of modern technology such as digitization of heritage can also support preservation efforts. The development of heritage areas as cultural tourism destinations requires careful planning, including the provision of supporting infrastructure, promotion, and professional management (Nurhadi et al., 2023). This strategy is expected to increase the attractiveness of the area while providing economic benefits for the community. Evaluation of the existing condition of heritage areas is the first step in formulating the right strategy. Thus, preservation is not only about preserving, but also developing the area in a sustainable manner.

2.7 Frame of Mind

The preservation of heritage areas is one of the strategic efforts in preserving cultural heritage while supporting sustainable regional development. The Tanjung Pura area as the historical center of the Langkat Sultanate has great potential in strengthening the identity of the cultural city and encouraging local economic growth. However, in practice, this area faces various problems such as suboptimal preservation, changes in land function, and unintegrated area management.

These problems show that there is a gap between the ideal conditions for the preservation of heritage areas and the actual conditions in the field. Ideally, heritage areas should be preserved through an integrated approach between aspects of physical conservation, preservation of cultural values, and sustainable economic utilization. However, in reality, there is still a lack of coordination between stakeholders, low community participation, and limited policies and supporting resources.

In addition, the potential of heritage areas as a driver of the local economy has not been optimally utilized. In fact, the existence of historical sites such as the Azizi Mosque can be developed as a cultural tourism attraction that is able to increase community income through the tourism and creative economy sectors. The disintegration between conservation efforts and economic development is one of the main factors that have not maximized the benefits of heritage areas.

Therefore, a comprehensive study is needed to analyze the existing conditions of heritage areas, identify factors that affect preservation, and evaluate the role of stakeholders in area management. This analysis is the basis for understanding the relationship between the preservation of heritage areas and the strengthening of cultural city identity and local economic development.

Through this study, it is hoped that a conservation strategy can be formulated that not only focuses on conservation aspects, but is also able to integrate economic and social aspects in a sustainable manner. This strategy includes improving the quality of area management, strengthening regulations, empowering the community, and developing heritage tourism potential optimally.

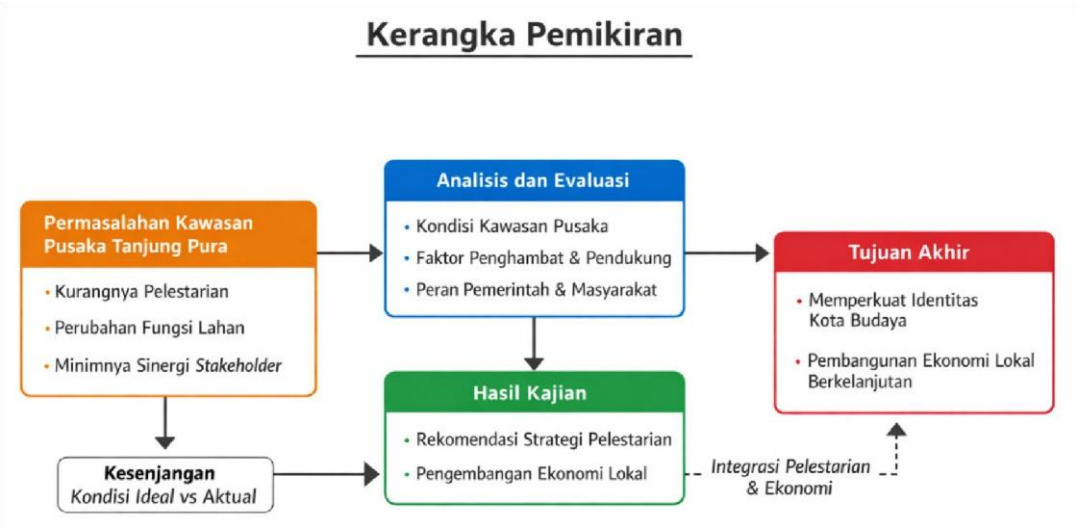

Figure 1. Conceptual Framework

Thus, the preservation of heritage areas in Tanjung Pura is expected to contribute to strengthening the identity of the cultural city while encouraging sustainable local economic development. The results of this research are also expected to be a reference for local governments and related parties in formulating more effective and sustainable policies in the management of heritage areas.

Research Methodology 3.1 Research Approach

This research uses a qualitative approach with the aim of understanding in depth the process of preserving heritage areas and their role in strengthening cultural city identity and sustainable local economic development. The qualitative approach was chosen because this research focuses on social, cultural, and policy phenomena that require a thorough contextual understanding, not just numerical measurements. According to Sugiarto et al., (2024), a qualitative approach is used to explore and understand the meaning derived from social or humanitarian problems, so it is very relevant in studying the dynamics of heritage area conservation.

3.2 Types of Research

The type of research used is qualitative descriptive research. This research aims to systematically describe the existing conditions of heritage areas, the forms of preservation carried out, and their relationship with cultural identity and local economic development. A descriptive approach is used to present the facts that occur in the field objectively and in-depth (Abdi Sugiarto, Yohanes Kamakaula & Periansya, 2024), so as to be able to provide a clear picture of the condition of the heritage area in Tanjung Pura, both from physical, social, and cultural aspects.

3.3 Research Location and Time

This research was carried out in the heritage area of Tanjung Pura, Langkat Regency, North Sumatra Province. The selection of the location was carried out purposively with the consideration that this area has high historical value as the center of the Langkat Sultanate and has various cultural relics such as the Azizi Mosque. This research is planned to take place in the period from May to July 2026, which includes the preparation stage, data collection, data analysis, and the preparation of the overall research report.

3.4 Data collection techniques

The data collection technique in this study is carried out through several complementary methods. Field observations were carried out to obtain a direct picture of the condition of the

heritage area, including the physical condition of historical buildings, community activities, and patterns of area utilization. In addition, in-depth interviews were conducted with key informants such as local governments, community leaders, regional managers, and local business actors to unearth information related to conservation policies, the role of stakeholders, and the economic potential of the region. Documentation is also used by collecting various archives, official reports, photographs, and other supporting documents relevant to the research. In addition, literature studies are carried out by examining various sources such as books, scientific journals, and regulations related to the preservation of heritage areas and local economic development. This combination of techniques aims to obtain comprehensive and accurate data through the triangulation process.

3.5 Data Analysis Techniques

The data analysis technique used in this study is qualitative analysis with an interactive model. The analysis process begins with data reduction, which is the activity of selecting, simplifying, and focusing data that is relevant to the research objectives (Scott, 2018). Furthermore, the data is presented in the form of a descriptive narrative so that it is easy to understand and analyze. The final stage is drawing conclusions, which is done by identifying patterns, relationships, and meanings from the data that has been obtained. This analysis process is carried out continuously from the beginning of data collection to the final stage of research, resulting in in-depth and thorough interpretation.

3.6 Validity and Validity of Data

To ensure the validity of the data, this study uses several validation techniques. Source triangulation is carried out by comparing data from various informants, such as the government, the public, and other related parties, to ensure the consistency of information. In addition, triangulation techniques are carried out by comparing the results of observations, interviews, and documentation so that the data obtained is more accurate. This study also applies member check, which is reconfirming the results of interviews to informants to ensure the correctness of the data submitted. In addition, the use of relevant and reliable references also supports the validity of research results. Thus, the data obtained has a high level of validity and can be scientifically accounted for.

Results

What is the existing condition of the heritage area in Tanjung Pura seen from its physical aspects, functions, and historical value?

The existing condition of the heritage area in Tanjung Pura shows that this area still has a strong historical character as the center of the Langkat Sultanate government in the past. This can be seen from the existence of various historical buildings and spatial planning of the area that still reflect the pattern of traditional Malay settlements. In general, this area still functions as a center of community activities, both in social, cultural, and religious aspects (Marwazi et al., 2023).

From the physical aspect, the condition of heritage buildings in Tanjung Pura shows quite significant variations. Some of the main buildings such as the Azizi Mosque are still well maintained and continue to function actively as a center for religious activities. However, there are also other historic buildings that have suffered a decline in physical quality due to lack of maintenance, changes in function, and age factors of the building. The damage that occurs includes material weathering, structural changes, and the loss of original architectural elements (Sri Rejeki et al., 2024).

In terms of regional functions, Tanjung Pura currently plays not only a role as a heritage area, but also as a residential area and the center of community economic activity. This change in function can be seen from the emergence of various trading activities, services, and the

construction of new buildings that do not always pay attention to the suitability of the character of the heritage area. This condition shows a shift in function from a historical area to a multifunctional area, which has the potential to affect the authenticity and integrity of the area.

From the aspect of historical value, the Tanjung Pura area still has a strong meaning for the local community, especially as a symbol of the glory of Malay culture in the past. This historical value is not only reflected in the physical buildings, but also in the traditions, cultures, and social activities that are still going on today. However, public understanding and awareness of the importance of historical value has not been fully optimal, thus affecting the level of participation in regional conservation.

In addition, the results of observations show that the overall arrangement of the area has not fully supported the concept of an integrated heritage area. There are still irregularities in spatial planning, lack of heritage area markers, and the provision of supporting facilities such as historical information and cultural tourism routes is not optimal. This causes the potential of the area as a heritage tourism destination to be used to the fullest.

The existing condition of heritage areas is also influenced by limitations in management and supervision. The absence of an integrated management system causes the preservation of the area to run partially and unsustainably. In addition, the lack of data documentation related to historical buildings and cultural values is an obstacle in more effective preservation planning efforts. Overall, the condition of the heritage area in Tanjung Pura can be categorized into three main groups, namely: (1) areas with good and well-maintained conditions, especially in buildings that are still actively functioning; (2) areas with moderate conditions that experience a decrease in physical quality; and (3) areas that are poorly maintained and have the potential to suffer further damage. This classification shows that there is an inequality in the level of conservation of the area.

It can be concluded that the existing condition of the heritage area in Tanjung Pura still has great potential as a high-value heritage area, but faces various challenges from physical, function, and management aspects. Therefore, more targeted and integrated conservation efforts are needed so that this area can maintain its historical value while developing sustainably.

What is the level of preservation of historic buildings and sites in maintaining the authenticity and cultural identity of Tanjung Pura?

The level of preservation of historical buildings and sites in Tanjung Pura shows diverse conditions, both in terms of physical conservation efforts and in maintaining authenticity and integrity of cultural values. In general, the preservation carried out is still partial and has not been fully integrated into a comprehensive heritage area management system.

In terms of physical preservation, some of the main buildings such as the Azizi Mosque still show a good level of preservation. This building retains its original architectural form, main materials, and its main function as a place of worship. Maintenance efforts that are carried out regularly are the main factor in maintaining the authenticity of the building. This shows that buildings that are still actively functioning tend to have a higher level of preservation.

However, not all historic buildings have the same condition. Some of the heritage buildings of the Langkat Sultanate have undergone changes in shape, both due to renovations that are not in accordance with conservation rules and due to lack of maintenance. These changes include replacing original materials, adding new structures, and changing the building's function. This condition has the potential to reduce the value of authenticity and integrity of the heritage building.

In terms of non-physical preservation, the cultural values inherent in the Tanjung Pura area are still relatively preserved, especially in the form of traditions, religious activities, and social practices of the community. However, the preservation of these cultural values has not been supported by systematic documentation and preservation programs. As a result, there is a risk of a decline in cultural value along with generational changes and modernization.

In addition, the results of the analysis show that the level of preservation is also influenced by institutional and policy factors. The lack of strong and specific regulations related to the preservation of heritage areas causes conservation efforts to run without a clear direction. On the other hand, limited budgets and human resources are also obstacles in the implementation of optimal conservation programs.

Community participation in the preservation of heritage areas is still relatively low to moderate. Some people still view historical buildings as ordinary assets, not as cultural heritage that must be protected. This has an impact on the lack of initiative in caring for and preserving heritage buildings, especially in privately owned buildings. Overall, the level of preservation of buildings and historical sites in Tanjung Pura can be categorized into three levels, namely: (1) high level of preservation in buildings that are still actively used and well maintained; (2) moderate level of preservation in buildings that are still standing but have undergone physical changes; and (3) low levels of preservation in buildings that are poorly maintained and undergo significant degradation. This classification shows that the preservation of heritage areas has not been evenly distributed.

It can be concluded that the level of preservation of historical buildings and sites in Tanjung Pura still faces various challenges in maintaining authenticity and cultural identity. Therefore, more targeted efforts are needed through the application of appropriate conservation principles, strengthening regulations, and increasing public awareness and participation so that heritage values can remain sustainable in a sustainable manner.

What are the factors that affect the success or failure of the preservation of heritage areas in Tanjung Pura?

The success or failure of the preservation of heritage areas in Tanjung Pura is influenced by various interrelated factors, both internal and external. These factors include technical, social, economic, institutional, and policy aspects that directly or indirectly determine the sustainability of heritage area preservation.

From the technical aspect, the physical condition of the building is one of the main factors that affect preservation. Historic buildings that are old tend to suffer from a decline in material quality, so they require special maintenance that is not simple. The lack of experts in the field of conservation of historic buildings and the limitations of restoration technology are also obstacles in maintaining the authenticity of buildings, especially in the heritage of the Langkat Sultanate.

From the social aspect, the level of awareness and community participation has a very significant influence. People who understand the importance of cultural heritage tend to be more active in maintaining and preserving heritage areas. However, the findings show that some people in the Tanjung Pura area still have limited awareness of the importance of historical buildings. This leads to a lack of involvement in preservation activities, and in some cases there are changes to the building without considering its historical value.

From an economic aspect, limited funding is one of the main inhibiting factors in the preservation of heritage areas. The conservation process of historic buildings requires relatively high costs, both for routine maintenance and restoration. On the other hand, the economic utilization of heritage areas such as heritage tourism has not developed optimally, so it has not been able to make a significant contribution in supporting preservation financing.

From an institutional aspect, coordination between stakeholders is still not running effectively. The role of local governments, communities, and the private sector has not been integrated in one integrated management system. In addition, the absence of a special institution that focuses on the preservation of heritage areas causes the preservation program to run partially and less sustainably.

From the policy aspect, the lack of optimal regulations that regulate the preservation of heritage areas is one of the important factors that affect the success of conservation. The absence

of strict rules related to the protection of historic buildings leads to weak supervision of changes in the function and shape of buildings. This has an impact on increasing the risk of damage and loss of the value of the authenticity of the area.

In addition, modernization development factors and development pressures also affect the preservation of heritage areas. The need for infrastructure development and economic space is often not in line with conservation efforts, creating conflicts between development and conservation interests. If not managed properly, this condition can accelerate the degradation of heritage areas. Overall, the factors that affect the preservation of heritage areas in Tanjung Pura can be classified into five main groups, namely technical, social, economic, institutional, and policy factors. These five factors interact with each other and determine the success rate of area conservation.

It can be concluded that the preservation of heritage areas in Tanjung Pura does not only depend on the physical condition of the building, but is also greatly influenced by non-physical factors such as public awareness, policy support, and the availability of resources. Therefore, a comprehensive and integrated approach is needed in managing all these factors so that the preservation of heritage areas can run effectively and sustainably.

What is the role of the government, the community, and the private sector in efforts to preserve the heritage area in Tanjung Pura?

The role of the government, the community, and the private sector is an important element in the success of preserving heritage areas in Tanjung Pura. These three actors have complementary functions and responsibilities in maintaining the sustainability of the heritage area. However, in practice, the synergy between the three is still not running optimally, so that it has an impact on the lack of optimal conservation efforts.

From the government's side, the main role lies in the preparation of policies, regulations, and the provision of budgets for the preservation of heritage areas. Local governments have the responsibility to establish cultural heritage areas, supervise building changes, and provide sustainable preservation programs. However, the results of the study show that the role of the government still faces various limitations, such as the lack of specific and strong regulations related to the preservation of heritage areas, as well as limited budgets allocated for conservation activities.

In addition, the government also has a role in heritage-based spatial planning. However, in its implementation, the planning has not been fully integrated with the needs of area conservation. This can be seen from the fact that there is still new development that does not pay attention to the historical character of the region, so that it has the potential to interfere with the authenticity and identity of existing culture.

From the community's side, the expected role is as a guardian as well as the main actor in the preservation of heritage areas. The community has a direct proximity to the region and is part of the cultural values that live in it. In some aspects, the community still maintains traditions and cultural activities that support the sustainability of heritage values. However, the level of public awareness of the importance of preserving historic buildings still varies. Some people do not fully understand that heritage buildings have high historical value, so in some cases there are changes or renovations of buildings without paying attention to conservation principles.

The role of the community is also seen in the social and cultural activities that are still taking place in the area, such as religious activities at the Azizi Mosque. This activity shows that non-physical preservation is still running naturally. However, without structured program support, the role of this community has not been able to have a significant impact on overall preservation.

Meanwhile, the role of the private sector in preserving the heritage area in Tanjung Pura is still relatively limited. Private involvement is generally related to economic activities such as trade and services, but not many have contributed directly to the preservation of buildings or

the development of heritage tourism. In fact, the private sector has great potential in supporting preservation through investment, cultural tourism development, and revitalization of historic buildings that still maintain their original value.

This lack of private involvement is caused by the lack of attractive incentives and the lack of a clear cooperation scheme between the government and the private sector in the management of heritage areas. This causes the opportunity for the development of areas based on the creative economy and heritage tourism has not been utilized optimally. Overall, the role of the government, the community, and the private sector in the preservation of heritage areas in Tanjung Pura is still partially running and has not been integrated. The government plays the role of regulator and facilitator, the community as cultural actors, and the private sector as potential economic drivers. However, the lack of coordination and synergy between the three is the main obstacle in achieving sustainable preservation.

It can be concluded that the success of heritage preservation depends on effective collaboration between the government, the community, and the private sector. Therefore, a participatory and integrated management model is needed so that each party can carry out its role optimally in maintaining and developing the heritage area in Tanjung Pura.

How does the preservation of heritage areas contribute to strengthening Tanjung Pura's identity as a cultural city?

The preservation of heritage areas has a very important contribution in strengthening Tanjung Pura's identity as a cultural city. The identity of a cultural city is formed from the sustainability of historical values, traditions, and cultural symbols that have been inherited from generation to generation. In this context, heritage areas are a real representation of the history and culture inherent in a region.

The existence of historical buildings such as the Azizi Mosque and the relics of the Langkat Sultanate are the main symbols that strengthen the image of Tanjung Pura as a Malay cultural center. The buildings and sites not only have architectural value, but also contain historical and philosophical significance that reflects local identity. The preservation carried out on these buildings directly contributes to maintaining the distinctive character of the area.

In addition to the physical aspect, the preservation of heritage areas also contributes to maintaining the sustainability of non-physical cultural values, such as traditions, customs, and social practices of the community. The cultural activities that are still taking place in the region are an important part of shaping the identity of a vibrant and dynamic cultural city. Thus, preservation not only functions as a conservation effort, but also as a means of cultural inheritance to the next generation.

However, the contribution of preservation to the identity of the cultural city has not been fully optimal. This is due to the lack of integration of conservation efforts with the overall urban development strategy. Cultural identity has not been maximally utilized as a basis for regional development planning, so the potential of heritage areas as cultural city icons has not been optimally exploited.

In addition, the lack of promotion and branding of heritage areas is also a factor that affects the low strengthening of cultural city identity. The Tanjung Pura area actually has great potential to be developed as a superior cultural tourism destination, but it has not been supported by effective promotional strategies at the regional and national levels.

The results of the analysis also show that community involvement in maintaining and reviving cultural values makes a positive contribution to the city's identity. People who are active in cultural activities indirectly strengthen the image of Tanjung Pura as a city that has authentic cultural wealth. However, without structured policy and program support, this contribution has not been able to have a broad impact. Overall, the preservation of heritage areas in Tanjung Pura contributes in three main aspects, namely: (1) strengthening visual identity through the preservation of historical buildings, (2) maintaining socio-cultural identity

through the sustainability of traditions, and (3) building the city's image as a heritage area of high value. These three aspects are the basis for forming a strong and sustainable cultural city identity.

It can be concluded that the preservation of heritage areas has a strategic role in strengthening Tanjung Pura's identity as a cultural city. Therefore, a more integrated effort is needed between the preservation, development, and promotion of the region so that the cultural identity can be further strengthened and widely known.

What is the role of heritage area preservation in supporting sustainable local economic development in Tanjung Pura?

The preservation of heritage areas has a strategic role in supporting sustainable local economic development in Tanjung Pura. Heritage areas not only function as guardians of historical and cultural values, but also have economic potential that can be used to improve people's welfare. This utilization generally develops through the cultural tourism sector, creative economy, and micro, small and medium enterprises (MSMEs).

The existence of historical sites such as the Azizi Mosque and the relics of the Langkat Sultanate are the main attractions for tourists who are interested in the historical and cultural values of the Malays. This tourist visit activity has the potential to encourage local economic growth, such as increasing the income of traders, service providers, and business actors around the heritage area. Thus, the preservation of heritage areas can be a driving force for the local potential-based economy.

In addition to the tourism sector, the preservation of heritage areas also opens up opportunities for the development of the creative economy. Local culture-based products such as handicrafts, traditional culinary, and arts and cultural activities can be developed as part of the region's economic identity. This not only provides added value economically, but also strengthens the preservation of culture itself.

However, the results of the study show that the role of heritage areas in supporting the local economy in Tanjung Pura is still not optimal. This is due to the lack of regional management that is integrated with economic development strategies. The potential of heritage tourism has not been managed professionally, so it has not been able to attract a significant number of tourists.

In addition, the limitations of supporting infrastructure such as accessibility, tourist facilities, and information facilities are obstacles in the development of the heritage area-based economy. The lack of promotion and marketing also causes this area to not be widely known as a leading cultural tourism destination.

In terms of sustainability, heritage-based economic development must pay attention to the principle of balance between utilization and preservation. Excessive use without paying attention to the carrying capacity of the area can damage the cultural value and authenticity of the heritage area. Therefore, a sustainable development approach is needed that harmoniously integrates economic, social, and cultural aspects.

The results of the analysis show that the preservation of heritage areas can contribute to the local economy in three main aspects, namely: (1) creating business opportunities and employment for the community, (2) increasing regional income through the tourism sector, and (3) encouraging the development of a creative economy based on local culture. However, these three aspects still need to be strengthened through appropriate policies and strategies.

It can be concluded that the preservation of heritage areas in Tanjung Pura has great potential in supporting sustainable local economic development, but it has not been utilized optimally. Therefore, integrated management efforts, infrastructure improvement, and effective promotion strategies are needed so that the economic potential of the heritage area can develop sustainably without ignoring the existing cultural values.

What efforts or strategies can be made to optimize the preservation of heritage areas while increasing economic benefits in a sustainable manner in Tanjung Pura?

Efforts to optimize the preservation of heritage areas in Tanjung Pura require an integrated approach between aspects of cultural conservation and local economic development. The strategy formulated not only focuses on the physical protection of historic buildings, but must also be able to revive the function of the area as a center of social, cultural, and economic activities of the community in a sustainable manner.

One of the main strategies is to strengthen policies and regulations related to the preservation of heritage areas. Local governments need to establish clear rules regarding the protection of historic buildings, including restrictions on physical alterations, spatial control, and sanctions against violations. In addition, it is necessary to prepare a master plan for heritage areas that integrate aspects of preservation, tourism development, and the local economy.

The next strategy is to improve the quality of area management through the establishment of special institutions or heritage area management units. This institution is tasked with coordinating various programs for preservation, supervision, and integrated regional development. With professional management, conservation activities can run more targeted and sustainable (Rahmadhani et al., 2023).

Community empowerment is also an important strategy in preserving heritage areas. The community needs to be actively involved through education, training, and culture-based activities. Increasing public awareness of the importance of cultural heritage will encourage participation in maintaining and preserving the area. In addition, the community can also be empowered as economic actors through the development of MSMEs based on local culture.

The development of the heritage tourism sector is one of the main strategies in increasing the economic benefits of heritage areas. This can be done through the packaging of cultural tour packages, the organization of cultural festivals, and the provision of supporting facilities such as information centers, tourist routes, and transportation facilities. The existence of sites such as the Azizi Mosque and the heritage of the Langkat Sultanate can be used as the main attraction in the development of heritage tourism.

In addition, the use of digital technology can also be an innovative strategy in preserving and promoting heritage areas. Digitization of historical information, the use of social media, and the development of digital tourism platforms can increase the accessibility and attractiveness of the region for tourists, especially the younger generation.

Cooperation with the private sector also needs to be improved through mutually beneficial partnership schemes. The private sector can play a role in investment, building revitalization, and the development of tourist facilities, while the government continues to play a role in supervision so that the value of the authenticity of the area is maintained. Providing incentives for investors who contribute to the preservation of the region can be a strategic step to attract private involvement. Overall, the strategy for optimizing the preservation of heritage areas in Tanjung Pura can be grouped into five main approaches, namely: (1) strengthening regulations and policies, (2) improving area management, (3) community empowerment, (4) developing heritage tourism, and (5) utilizing technology and partnerships with the private sector. These five strategies are interrelated and must be implemented in an integrated manner.

It can be concluded that the success of preserving heritage areas as well as increasing local economic benefits is highly dependent on the integration between conservation and development aspects. Therefore, a joint commitment from all stakeholders is needed to implement a sustainable strategy, so that the heritage area in Tanjung Pura can remain sustainable while providing real benefits to the community.

Conclusion

Based on the results of the research on the preservation of heritage areas in Tanjung Pura in strengthening the identity of the cultural city and sustainable local economic development, several conclusions can be drawn as follows:

1. First, the existing condition of the heritage area in Tanjung Pura still shows great potential in terms of physical aspects, functions, and historical values. The existence of historical buildings such as the Azizi Mosque and the relics of the Langkat Sultanate are strong evidence of the historical identity of the region. However, the physical condition of some buildings has decreased quality, as well as changes in the function of the area that have the potential to reduce the authenticity and integrity of the heritage area.
2. Second, the level of preservation of historical buildings and sites in Tanjung Pura still varies. Some buildings have a high level of preservation because they are still functioning and well maintained, while others have undergone physical changes and degradation due to lack of proper maintenance and application of conservation principles. This shows that preservation has not been carried out evenly and integrated.
3. Third, factors that affect the preservation of heritage areas include technical, social, economic, institutional, and policy aspects. Limited resources, low public awareness, weak coordination between stakeholders, and suboptimal regulations are the main factors that hinder the success of regional conservation.
4. Fourth, the role of the government, the community, and the private sector in the preservation of heritage areas is still not running optimally. The government plays a role as a regulator and facilitator, but still faces policy and budget limitations. The community has a role in maintaining cultural values, but the level of participation still needs to be increased. Meanwhile, the involvement of the private sector is still limited and has not been utilized optimally in supporting the preservation and development of the area.
5. Fifth, the preservation of heritage areas makes an important contribution in strengthening Tanjung Pura's identity as a cultural city. This identity is reflected through the existence of historical buildings, cultural values, and social activities of the community that are still ongoing. However, this contribution is not fully optimal because it has not been supported by an integrated development and promotion strategy.
6. Sixth, the preservation of heritage areas has great potential in supporting sustainable local economic development, especially through the development of cultural tourism, creative economy, and MSMEs. However, this potential has not been optimally utilized due to limited infrastructure, management, and promotion of the region.
7. Seventh, the strategy of optimizing the preservation of heritage areas needs to be carried out through an integrated approach, including strengthening regulations, improving area management, community empowerment, developing heritage tourism, and utilizing technology and partnerships with the private sector. This strategy is expected to be able to maintain the sustainability of heritage areas while increasing economic benefits for the community.

Suggestions

Based on the results of the research that has been conducted, some of the suggestions that can be given are as follows:

1. Local governments are advised to strengthen regulations and policies related to the preservation of heritage areas, including the determination of cultural heritage areas, supervision of building changes, and the preparation of an integrated master plan for the development of heritage areas.
2. It is necessary to establish a special institution or unit that is responsible for the professional and sustainable management of heritage areas. This institution is expected

to be able to coordinate various regional preservation and development programs effectively.

3. The community is expected to increase awareness and participation in the preservation of heritage areas through education, training, and involvement in cultural-based programs. The community also needs to be encouraged to take advantage of the region's economic potential creatively and sustainably.
4. The government and related parties need to encourage private sector involvement through the provision of incentives and clear cooperation schemes, so as to support investment in the preservation and development of heritage areas without neglecting their authenticity value.
5. The development of the cultural tourism sector needs to be improved through wider promotion, provision of supporting infrastructure, and packaging of attractive tourism products based on local wisdom. This aims to increase the attractiveness of the area while supporting local economic growth.
6. The use of digital technology in the preservation and promotion of heritage areas needs to be developed, such as digitizing historical information, creating digital tourism platforms, and using social media as an effective means of promotion.
7. The next research is suggested to examine more deeply the participatory-based or creative economy-based heritage area management model, so that it can make a broader contribution to the development of heritage areas in Indonesia.

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