

## Pengaruh Komunitas Terhadap Pelestarian Cagar Budaya (Studi Kasus: Kawasan Kota Tua Jakarta) = The Effects of Community Factors on Supporting Heritage Preservation: Case Study of Jakarta Old Town

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### Abstrak

Pada penelitian ini, peneliti melihat pengaruh komunitas terhadap pelestarian cagar budaya di kawasan Kota Tua Jakarta. Dimana pengaruh dari komunitas dilihat dari persepsi yang dimiliki serta efeknya terhadap dukungan terhadap pelestarian. Penelitian ini menggunakan metode kuantitatif dengan responden sebanyak 102 orang yang berasal dari 17 komunitas utama yang memanfaatkan Kawasan Kota Tua Jakarta terutama untuk kepentingan ekonomi. Metode analisa data yang digunakan pada penelitian ini adalah partial least square-structural equation model (PLS-SEM). Dengan mengaplikasikan teori SET (Social Exchange Theory), maka penelitian ini menggunakan faktor komunitas sebagai variabel, seperti community attachment, cultural attitude, community involvement, community gain, community members gain, dan status consistency. Dari hasil penelitian dapat diketahui bahwa positive perception komunitas sangat tinggi. Beberapa variabel yang sangat berpengaruh terhadap persepsi ini antara lain community involvement, community gain, dan status consistency. Hasil penelitian ini juga memperlihatkan bahwa persepsi positif maupun negatif tidak terlalu berpengaruh terhadap dukungan komunitas terhadap pelestarian cagar budaya karena nilai dukungan yang didapatkan sangat signifikan atau kuat.

.....In this Thesis, researchers see the effects of the community on the preservation of cultural heritage in the Old Town of Jakarta. Where the influence of the community is seen from the perceptions and effects on support for conservation. This research applies quantitative method with 102 respondents who come from 17 communities that utilize Jakarta Old Town Area especially for economic interest Data analysis method used in this research is partial least square-structural equation model (PLS-SEM). By applying SET (Social Exchange Theory) theory, this study uses community factors as variables, such as community attachment, cultural attitudes, community involvement, community gain, community membership gain, and consistency status. From the research results can be seen that the positive perception community is very high. Some of the most influential variables on this perception are community involvement, community gain, and consistency status. The results of this study also showed that positive and negative perceptions did not significantly affect the community's support for the preservation of cultural heritage because the value of support obtained was significant.