

EMPOWERMENT OF NEW ALTERNATIVE PUBLIC SPACE THROUGH COMMUNICATION STRATEGY ARTIST AND ENTREPRENEUR

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Abstrak

Pemberdayaan ruang publik tandingan baru Blok Lokananta melalui strategi komunikasi yang melibatkan seniman dan wirausaha menjadi penting guna menjaga eksistensi wadah atau media yang dapat mengembangkan ide-ide kreatif. Lokananta yang menjadi cagar budaya sempat mengalami kemunduran, hingga revitalisasi terjadi pada tahun 2022. Tujuan dari penelitian ini adalah mendeskripsikan strategi komunikasi yang membangun kolaborasi antara seniman dan wirausaha untuk menghidupkan kembali eksistensi ruang publik dan juga cagar budaya di Ruang Blok Lokananta sebagai ruang publik tandingan baru. Metode yang diterapkan pada jenis penelitian ini adalah metode kualitatif etnografi yang dilakukan dengan cara mendatangi ruang publik dan mengamati aktivitas yang berlangsung selama kurun waktu penelitian. Hasil penelitian ini menunjukkan bahwa Blok Lokananta pasca revitalisasi telah menjadi contoh sukses dalam memanfaatkan ruang publik untuk kegiatan kreatif dan ekonomi kreatif. Strategi komunikasi seperti Event Bulanan, Pameran, Workshop, dan Kolaborasi Sosial memiliki peran krusial dalam menjaga keberlanjutan dalam pengelolaan Blok Lokananta. Kesimpulan dari kemajuan yang telah dicapai dalam pemberdayaan ruang publik tandingan baru pada Blok Lokananta adalah pengelolaan yang lebih tepat telah berhasil dilaksanakan sehingga Blok Lokananta menjadi media yang dapat mengembangkan ide-ide kreatif dalam rangka percepatan inovasi. Berbagai macam kegiatan dan tren kreatif hadir di Lokananta sebagai suatu proses inovasi yang berlangsung melalui tahapan-tahapan komunikasi yang dilakukan.

Kata kunci: pemberdayaan ruang publik, strategi komunikasi, komunitas.

Abstract

Empowering new counter-public spaces Lokananta Bloc through communication strategies involving artists and entrepreneurs is important in order to maintain the existence of a forum or media that can develop creative ideas. Lokananta, which became a cultural heritage, had experienced a setback, until revitalization occurred in 2022. The purpose of this study is to describe communication strategies that build collaboration between artists and entrepreneurs to revive the existence of public spaces and also cultural heritage in Lokananta Bloc Space as new counter-public spaces. The method applied to this type of research is an ethnographic qualitative method carried out by visiting public spaces and observing activities that take place during the research period. The results of this research show that Lokananta Bloc after revitalization has become a successful example in utilizing public space for creative activities and creative economy.

Communication strategies, such as Monthly events, Exhibitions, Workshops, and Social Collaboration, have a crucial role in maintaining sustainability in the management of Lokananta Bloc. The conclusion of the progress that has been achieved in empowering new counter-public spaces to Lokananta Bloc is that more appropriate management has been successfully implemented so that Lokananta Bloc becomes a medium that can develop creative ideas in the framework of accelerating the innovation. Various kinds of creative activities and trends are present in Lokananta as a process of innovation takes place through the stages of communication carried out.

Keywords: empowerment of public space, communication strategy, community.

1. INTRODUCTION

The presence of public space in the design of the Community Empowerment Center becomes a space that can support and facilitate all community activities in the process of community empowerment (Izmi Asri., n.d. 2020). According to Setyowati., n.d. (2019) the existences of communication development is basically aimed at contributing to the development process. In this case, the process of optimizing *abandoned public space* becomes the main focus of studies in building empowerment through communication strategies carried out by several groups so that a forum can be realized that can develop the potential of community resources around it. This research is located in a building that became the history of Indonesian music, Lokananta is a recording studio located in Surakarta, Central Java, Indonesia.

Lokananta can be considered as one of Indonesia's music museums. Many legendary Indonesian musicians and singers recorded their songs here, including Gesang, Waljinah, Sam Saimun, Titiek Puspa, and Bubi Chen. In fact, the music group White Shoes and The Couples Company (WSTCC) has also worked on their mini album in Lokananta in 2012 which presents arrangements of folk songs selected based on the preferences of WSTCC members. Lokananta, which was originally named Lokananta LP Factory Radio Service of the Ministry of Information of the Republic of Indonesia, was established on October 29, 1956, changed to Lokananta initiated by R. Maladi. The name Lokananta is taken from the puppet story which means melodious *Gamelan* from heaven.

Lokananta is also known as a record label that specializes in folk songs and traditional arts. This building is one of the oldest recording studios in Indonesia and is one of the cultural heritages in Surakarta City. However, there was a change in Lokananta's social status from *cultural heritage* to public space in 2013. In that year, Lokananta was officially transformed into

Lokananta Solo Cultural Park which became a public space that can be visited by the general public. This change aims to expand accessibility and provide opportunities for the public to enjoy and appreciate the Indonesian music heritage in Lokananta. According to Taufiq Cahya Sudirman (2017) Recorded, there are a total of 172 buildings and areas that have been designated as cultural heritage by the Solo City Spatial Planning Office (DTRK) according to UUNo.11/2010. Several Cultural Heritage in Solo City began to turn into public spaces, one of which is Lokananta.

But unfortunately, even though it has changed its social status to a public space, Lokananta has not been able to attract many visitors from various regions. In 2014, Lokananta was managed by the Indonesian State Printing Company in the Central Java area. At that time, Lokananta under the leadership of Mr. Miftahuddin, S.Sn. had made several efforts in managing this public space to become one of the tourist destinations in the city of Solo that must be visited. However, there are still many obstacles, especially lack of human resources, funding and cooperation. Several promotional steps have been taken, both manually and online, but the results are less visible. It is unfortunate that the place that became the 'Turning Point' of Indonesian music only became a quiet old building even though it contained many sounds in it.

The era of the 50s to 70s became the golden era of Lokananta, which has successfully produced historical recordings of Indonesian music ranging from vinyl records to *sales of audio cassette* that were able to reap profits up to 20 times in the 70s. Until 1982 there were around 129 piracy cases in Indonesia which affected lokananta's income to the impact of reforms that occurred in the 90s which made lokananta even worse until it was declared bankrupt by the court and had to give up The area was rented for sports activities such as futsal and judo, it was done in order to maintain the existence of lokananta.

At the end of 2022, the revitalization of the Lokananta Area finally began. PNRI as a *stakeholder* from Lokananta formed a cooperation in empowering public spaces with Mbloc Entertainment as an operator of public space management starting from optimizing areas such as studio layout, maintaining recording archiving museums, supporting entertainment staging activations, to Invite several locally-owned business units that complement the Lokananta Area as a tourist destination that must be visited by local and foreign tourists. Mbloc Entertainment as a motor in efforts to rejuvenate Lokananta to become a New Counterpoint Space has carried out a series of strategies through an effective communication approach to several artist communities

and local Brand (MSME) units in building *creative and commercial hubs* so that *place making* and *branding* of Lokananta becomes more effective.

This research was conducted with the aim of knowing more about the management of public spaces based on a review of the communication strategies of artists and entrepreneurs in collaborating to create a space that is required for information and innovation works.

2. METHOD

The research was conducted at Lokananta Bloc Space, Kerten, Laweyan, Surakarta city, Central Java 5743. The object of this research is the role of Artists and Entrepreneurs as key stakeholders in the management of public spaces New Counter Public Space Lokananta Bloc. Research Subject Resource Person from Lokananta Bloc: AA as the Manager of PT. Ruang Riang Lokananta which is part of the Mbloc Group business unit.

The data collection used in this study was Ethnographic Observation and interviews. Ethnography aims to get a comprehensive and general picture related to the object of research or social situation being investigated. Using general questions and detailed questions, researchers identify various specific categories or domains that form the basis for further research (Wijaya, N.D. 2018). Conservation is done by visiting public spaces and observing activities that take place during the research period. And at the same time meet with several management staff to give permission to conduct the interview process on the specified day and date.

The interview was conducted according to the schedule agreed between the author and the public sphere. In the interview process of the two interviewees, the author adopted a structured and unstructured interview method as explained by Moleong (2013). Within Several questions were asked to the speakers regarding the role of artists, entrepreneurs, and Mbloc Entertainment collaborating in building an existence in Lokananta bloc, strategies carried out in conveying messages to the community, and what collaborations are carried out with the community The interviewees are considered to have the capability to explain all empowerment concepts through communication strategies in the public space so as to provide valid data.

Data analysis in this study was carried out by transcribing the results of interviews, by describing answers in the form of audio into text format in accordance with the questions asked to the resource persons who were the focus of the object in the study. Grouping data, by sorting and selecting the results of the answers of which resource persons are included in the form of public space management through communication strategies.

3. RESULT AND DISCUSSION

The results of this study show that there are two main variants discussed, namely: Revitalization in Lokananta, and Communication Strategy.

3.1 Revitalization in Lokananta

According to the Indonesian Heritage Preservation Charter, preservation refers to cultural heritage management efforts through activities such as research, planning, protection, maintenance, utilization, supervision, and/or development that are carried out selectively. The main objective is to maintain its continuity, harmony, and carrying capacity in order to respond to the dynamics of the times, so that it can contribute to building a more quality national life. (2003).

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Improving public spaces is a critical strategy for a successful future for cities and their communities. The potential of places for citizen communication is often overlooked as a driver of growth and development of urban communities, so public space is often not fully utilized (Stauskis & Eckardt, 2021). Lokananta is one of the many long-neglected public spaces in the city of Solo, despite the change in social status from cultural heritage to open space for the community in 2013. One of the main problems in the public sphere is the often complex and rigorous bureaucracy involved in its creation (Dizdarević, 2020)

According to (Seftiandy, 2021) Public space has a broad dimension, and can simply be explained as a space that facilitates various community activities related to economic, social, and cultural aspects. Lokananta after revitalization with *urban design* concept, through communication strategies, clarity, and identity, provides an understanding of *Place Making* and *Place Branding* to the public regarding the concept of appropriate public space. According to Ashworth, (2019) Place, branding is the idea of finding or creating uniqueness that distinguishes one place from another with the aim of obtaining competitive brand value.

Identifying the structure of the city area becomes a crucial basis for efficient development. Aspects such as cleanliness, safety, and comfort also play an important role in public space management, because people's views are often affected by these things. Here, urban design is not only understood as a method of representation of cities in a postcolonial nation after the end of colonial rule, but rather as a technique for transforming cities into spheres of production of social, cultural, and national identities.(Kusno, 2000).

Table 1 Before and After Revitalization in Lokananta

Before	After
 Figure 1 Reklame Lokananta, Solo 2014 (retrieve from https://musik.kapanlagi.com/berita/menguak-misteri-supersemar-dan-sejarah-bangsa-di-lokananta-108dd4.html).	 Figure 3 Arranging music archives with new nuances in Lokananta Post-Revitalization, (retrieve from Praditia Salim, Solo 2023



*Figure 2 Anies Baswedan di Lokananta, Solo 2016
(retrieve from
[https://www.liputan6.com/regional/read/2537580/nasi
b-lokananta-kini-setelah-60-tahun-berdiri](https://www.liputan6.com/regional/read/2537580/nasi-b-lokananta-kini-setelah-60-tahun-berdiri))*

The Lokananta building in 1956 is still a recording studio for vinyl records and cassettes. In 1970-1980 Lokananta became the largest production center for cassette audio recordings and recordings in Indonesia, along with the development of time in 1999 many audio recordings were made in cd format so that recordings in the form of cassettes or vinyl records began to be singled, then for the next few years Lokananta began to be abandoned. In photo 1, the nameplate of Lokananta was displayed before the revitalization was carried out and in photo 2 it is an archive for vinyl records to be stored.



Figure 4 Timeline Room in Lokananta Post-Revitalization, (retrieve from Praditia Salim, Solo 2023).

The latest Lokananta building that has been revitalized began in 2022 and officially opened in 2023 which produces a Lokananta with a new, more well-maintained and much more beautiful face. For now, Lokananta is not only a music tourism but also a center of creativity for all musicians, artists and creative economy actors. This can be seen in many tenants, amphitheater stages, live house Lokananta which is an organizational communication strategy to be able to collaborate with all audience instruments. It can be seen in photos 3 and 4 that it is an archive and also a gallery in Lokananta after the revitalization was carried out.

3.2 Communication strategy

3.2.1 Local artist

Lokananta needs local artists in Solo revive the existence of Lokananta. From an interview conducted by the manager of Lokananta, he said "memang sudah lama menjadi tempat bagi seniman lokal sebelum revitalisasi Lokananta, nah setelah revitalisasi ini kami berharap para seniman atau seniman saat ini akan terus menjadikan Lokananta sebagai tempat mereka", in other words, local artists and Lokananta have a connection. Lokananta greatly facilitates the belief in order to be able to express through any creative activity in presenting messages to the community, often Artists are also facilitated with all needs in forming community gatherings, and invite visitors to be able to collaborate, and Explore unique and rewarding experiences for the sustainable art ecosystem in the country. According to Utami, n.d. (2019) the artist, he received recognition from the public with the works that had been exhibited and then his work was recognized by the social field system of art that he was an artist.

The role of one of the artists who is an important contributor to the Mbloc Entertainment and Lokananta Bloc industry is Late Glenn Fredly who once voiced the #savelokananta campaign. Through his idea, Mbloc space is present and inspires many places in Indonesian cities, which have built creative hubs needed by today's society. As incubators of creativity, a context in which artists, as translators and intermediaries of the beauty of place, can support technicians and communities in understanding the importance of preserving the past and promoting a sustainable future (Pinto et al., 2020).

3.2.2 Local brand

Local Brand (MSMEs) in running businesses that can collaborate with artists, especially in running campaigns against local products such as hashtags #flexinglokal to love more products from local gymnastics, Local Brand are also a complementary factor for Lokananta bloc in presenting comfortable, safe, and neat public spaces within the Lokananta Bloc area. Local Brand carry out joint activities in events held in Lokananta bloc. The communication strategy used can be effective if the community as a communicator can use its communication strategy correctly, so as to increase community trust in its efforts to preserve local culture (Firmansyah & Oktaviani, n.d. 2018).

In this case, Local Brand do not just sell products in Lokananta but offer a unique shopping experience such as good service, a good brands identity, and a set of comfortable place to visit. These business actors also apply the concept of place marketing and place

branding quite well. According to Amar Bhidé, (2014) said that Start-up businesses with strong competitors should impress customers. A slightly tastier cereal won't knock Kellogg's Cornflakes off supermarket shelves. This is in accordance with the results of an interview with visitors who said "Banyak tenant di sini juga keren, apalagi jika kamu berkumpul dengan teman dan teman yang membuat kamu tidak bosan".

Place marketing involves a range of strategies, including branding, communication, event management, and digital marketing. Place marketing is a strategic process of creating and communicating a distinctive and compelling image of a place to attract investment, tourism, and residents (Foroudi et al., 2016). Place marketing comes down to is promoting economic development, by encouraging people to spend time and money in a specific location. That location can be anything from a small business district, to an entire country.

3.2.3 Social collaboration

Mbloc Entertainment as an operator of public space management starting from optimizing areas such as studio layout, maintaining recording archiving museums, supporting entertainment staging activations, to Invite several locally-owned business units that complement the Lokananta Area as a tourist destination that must be visited by local and foreign tourists. Mbloc Entertainment As well as being a liaison between the Art Community and Local Brand in the process of building an existence in Lokananta with various things done in management. The application of communication carried out is the use of social media, advertising with the application of social media campaign in the process of disseminating information using social media platforms, and a series of creative activity events (social networking sites) which was done in Lokananta. The use of social media and advertising is indeed very large in implementing effective communication. In opinions Maraimalai ., (2021) related to Advertising and Social Networking. Advertising here not only provides information about a product or service, but also encourages innovation—A social networking site creates network communication among its user community.

3.2.4 Event

The existence of an event segmentation is one of the ways organizations communicate strategy. This is evidenced by interviews conducted to visitors with the revitalization, Lokananta has again become a container in the creative space, this can be seen in monthly or

annual activities in organizing events ranging from music, screening to religion making it an organizational effort in communicating with the audience. It can be seen on the Lokananta bloc Instagram account, they have an event that is presented every month. Thus, it can be concluded that the procurement of events every month as one of the ways of the organization in deceiving the public space is important.

3.2.5 Workshop

Not only music events carried out by the organization, but workshop activities are also carried out to just share sharing from several local MSME figures or actors as speakers. Based on the results of the interview with the manager, he said that by collaborating with local artists and several local brands as resource persons to hold a workshop, one of which was with the theme "Bicara tentang barang dagangan, mode, tren, di skena saat ini". This makes the attraction of an audience dominated by young people to the latest fashion trends. By holding several workshops, the communication strategies implemented by the organization can be conveyed by the audience directly.

Empowerment communication strategies are included in the scope of development communication studies, the results of research (Kifli 2007) in (Farida, et al. 2013) state that the application of media such as brochures, radio programs, electronics, social media which is one of the communication strategies can be captured to the audience because it is direct. This is in accordance with what is done by PT Ruang Riang Lokananta as an organization that empowers public spaces, they implement communication strategies by collaborating with local brands, local artists, creating social collaborations, events, and also workshops carried out in Lokananta. Based on an interview with Inmagma as the manager at Lokananta said that "setelah dilakukannya revitalisasi kita juga membuat beberapa event bulanan mas. Bukan cuman event aja sih mas sebenarnya tujuan kita, tapi lebih gimana kita berkomunikasi sama pengunjung biar semua tahu kalau Lokananta bukan cuman soal music aja didalamnya tapi semua kalangan bisa kesini dan menggunakannya jadi ruang kreatif".

Gender



Figure 5 Percentage of Audience by Gender (source: Lokananta Document, 2024)

Age range

All Men Women

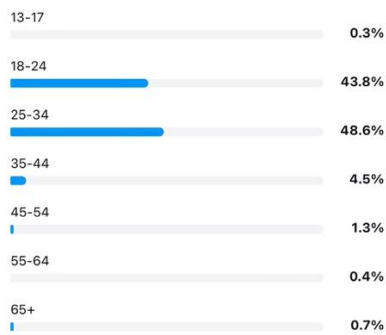


Figure 6 percentage of audience by age (Lokananta document, 2024)

Top locations

Cities Countries



Figure 7 audience percentage by Location (source: Lokananta Documents, 2024)

Can be seen in the figure 6 percent of the audience who visit the Lokananta bloc, most of them are 18-24 years old with different city origins, in the percentage of locations can be seen that the audience from Jakarta is more than the city of Surakarta or others, it can be mentioned that the communication strategy used by organizations such as local brands, events, and workshops has a fairly good output by bringing in local tourists to visit Lokananta. For picture 5, it can be seen that those who visit Lokananta based on the data

from the social media channels are mostly women from the male audience, it is also undeniable that many men visit the Lokananta bloc.



Figure 8 Lokananta visitor data June-November (source: Lokananta 2023)

Figure 8 shows data in 2023 about the number of audiences visiting Lokananta bloc and Lokananta Gallery, after the revitalization carried out in 2022, it can be seen that Lokananta bloc with a new face can now be an attraction for audiences to visit Lokananta bloc. In ensuring the continuity of the audience's interest in the channel remains relevant, the use of social media is one of the main things in marketing strategies with the use of diverse interesting content content (Amanda and nurjayanti, 2024). Lokananta bloc applies the concept of a collaboration strategy with several brands and local artists with a focus on business projections that are quite directed. With the existence of social collaboration, it can make the diversity of activities in the Lokananta bloc, it is also supported by several tenants in Lokananta as one of the communication strategies carried out by the organization as well. This can be seen in the increase in the audience that visits the Lokananta bloc after the revitalization, not only when visiting but also when it needs a creative space as a medium to collaborate with each other.

Of the total visitors in Lokananta, it can be seen in table 2, the majority of visitors are teenagers who fill the public space provided by Lokananta. It is also undeniable that parents and children to visit just to visit the Lokananta gallery or take part in workshops and meetings. Operations in Lokananta can be seen starting from 10:00 am to Jan 22:00. The Lokananta area itself can be used by all groups ranging from children, teenagers, to the elderly, whether it is participating in events from organizations or gathering casually in the Lokananta ring park.

Table 2 Activities in Lokananta (Source: Lokananta And Survey, 2023)

Jam	Activities	Visitors		
		Children	Adolescen	Parents
10:00	1. Gallery visit 2. Similar workshops / activities 3. Community activities	✓	✓	✓
11:00		-	✓	-
12:00		-	✓	-
13:00		-	✓	-
14:00		-	✓	-
15:00	1. Gallery visit	✓	✓	✓
16:00	2. Gathering/meeting individuals, meeting with the community	✓	✓	✓
	3. Similar workshops/activities			
	4. Kegiatan komunitas			
17:00	1. Gathering/ meeting with individuals/groups 2. Specific workshops/activities community 3. Music concerts	✓	✓	✓
18:00		✓	✓	✓
19:00		-	✓	-
20:00		-	✓	-
21:00		-	✓	-
22:00		-	✓	-

3.3 Discussion

In the planning process, MBloc Entertainment has a range of strategies that are carried out to be able to bring in many visitors every day. Such as opening facilities and infrastructure for the public to collaborate such as Monthly events. There are regularly scheduled every month, such as exhibitions, workshops, to Social Collaboration related to the creative field through the implementation of social media, which is #Sukarialokananta in the process of disseminating information using social media platforms. This agenda also involves the Community Movement In the process, the team develops what activities will be held and

events that will be executed soon.

Lokananta Bloc has good quality public space with a democratic approach. Visitors can participate in various periodic activities, such as music performances, and contribute ideas to the Lokananta bloc managers in accordance with applicable regulations.

Based on the results of interviews with the speakers, it was stated that Lokananta bloc implemented stages of communication strategies in order to maintain sustainability in the process of managing the new counterspace, so that several factor that supported the activation of space use were managed together with the art community to several Local Brand in Solo City such as Monthly events, exhibitions, workshops, to social collaboration related to the creative field. AnHales & Hawryluck, (2018) interactive workshop can be a valuable educational intervention to increase capacity and confidence in communication skills.

In order to support sustainable creative activities in the city of Solo, Lokananta embraces various community activities that can be used as a forum for creation. Sustainability is a crucial issue in the development of the banquet industry. The industry has tried various ways to achieve these goals, and effective communication is becoming one of the most commonly applied(Shen et al., 2020).

Not only the Art Community, the creative industry sector involving Local Brand is also a supporting factor for sustainability for visitors who spend their time in Lokananta bloc. According to Hasan et al., (2022), Indonesia realizes that the creative economy, which focuses on making goods and services by utilizing expertise, talent, and creativity as a form of intellectual property, is a hope for Indonesia's progress and competitiveness in global economic context.

The implementation of the use of hashtags such as #Sukarialokananta and #flexinglokal that collaborate with Google in the process of disseminating information using social media platforms as a manifestation of building awareness to the creative industry to continue to innovate.

The application of diverse spaces in Lokananta can be a target for people to be able to visit Lokananta, such as in aesthetic opinions the environment is the result of the perception

and cognition of each individual, or how they judge and feel it. With the open space for the Lokananta exhibition, it is also an achievement in the concept of appropriate Placemaking. Placemaking prioritizes the human experience in urban design. Instead of just focusing on buildings and infrastructure, it aims to create spaces that are aesthetically pleasing, meaningful, and enjoyable for the people who use them, whether they are residents, workers, or visitors. Different visual qualities can trigger different feelings for viewers. For example, contrast can stimulate excitement and interest .Ghavampur Home, (2019).

In integrating communication planning and communication management, Lokananta also applies the concept of place branding. Spence, (2020) said there are three instruments that will make the message and impression received can be processed mentally to enable understanding and interaction with the environment, namely, personality associations, Signature building and design, and hallmarking events. According to Gregory Ashworth, (2009) People develop their understanding of a location through three main areas of contact. First, they interact with the place through perceptions and images they build from previous experiences of using a particular location. Second, their understanding is influenced by various representations of places, such as movies, novels, paintings, news reports, and the like. Third, the impact of deliberate policy interventions, such as urban planning and design, also plays a role in shaping their perception and understanding of a place.

Lokananta bloc is a medium that can develop creative ideas in the framework of accelerating the innovation. Various kinds of creative activities and *trends* are present in Lokananta as innovation takes place through the stages of communication carried out. According to Kharisma and Yulianto (2016), the theory of innovation diffusion is very important to be associated with communication effect research. In this case the emphasis is the communication effect i.e. the ability of media messages and Opinion Leader to create new knowledge, ideas, inventions, and persuade the target to adopt the innovation.



Figure 9 #Flexinglokal dengan google di Lokananta, Solo 2023 (retrieve from https://www.instagram.com/p/Cv7QvLCJ5-i/?img_index=1)

In picture 6, it can be seen that google indonesia and also youtube are conducting training, exciting discussions and musical performances entitled "flexing local". By learning directly from UMKMs in Solo and local creators, it is a reminder that Indonesia has the potential to become stronger and upgrade by collaborating with local UMKM.



Figure 10 Bersepeda dengan komunitas Sepeda, Solo 2023 (retrieve from https://www.instagram.com/p/Cvltr_MpfQt/?img_index=7)

Figure 7 shows that not only music gets creative space, but the excitement of bicycle racing using unique costumes from local bicycle clubs in the city of Solo is an attraction to be able to express oneself in public spaces. This is in accordance with an interview conducted with the manager of Lokananta Bloc that you don't have to be a connoisseur or music lover to be able to use this public space, anyone can use it.



Figure 11 Work shop dan Pameran design architecture, Solo 2023 (retrieve from https://www.instagram.com/p/CxiU96-pRtr/?img_index=1)

Figure 8 shows a workshop conducted in 2023 by the management of Lokananta and Mblok which remains one to hold a workshop with the theme of architectural design. This workshop featured two speakers, namely Victor Jeremiah and Andy Rahman. This is an effort of the organization to include more people to be able to see and realize the presence of Lokananta as a creative public space.

4. CLOSING

Lokananta, as a public space in Solo City, has undergone a change in social status from a cultural heritage to an open space for the community in 2013. However, the main challenge faced is the complexity of the bureaucracy which is often complicated in making it. The emergence of Lokananta Bloc after revitalization became a successful example in utilizing public space for creative activities and creative economy. Communication strategies, such as Monthly events, Exhibitions, Workshops, and Social Collaboration, have a crucial role in maintaining sustainability in the management of Lokananta Bloc. The involvement of various art communities, creative industries, and Local Brand is an important factor in attracting visitors and making a positive contribution to the public space.

Activations on social media are part of efforts to build awareness of the creative industries and creative economy globally such as the use of #Sukarialokananta hashtags and #flexinglokal. The application of the concept of place branding and innovation through creative activities in Lokananta also has a positive impact in shaping the perception and identity of Lokananta as an empowered public space.

Thus, Lokananta Bloc succeeded in creating a public space that not only facilitates

various community activities, but also becomes a center for the production of social, cultural, and national identities. This success contributes positively to the development of the city of Solo and its community, as well as inspiring to use public spaces more effectively in supporting the creative economy and culture.

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