

# Interior of Pracimayasa as the Cultural Inheritance of Solo City in Creative Industry

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**Abstract** Interior of Pracimayasa as the cultural inheritance of Solo city in creative industry is a cultural studies research. The problem of research was how the preservation of Pracimayasa's interior as the cultural pledge building in creative industry. The interior of Pracimayasa as the noble family's residence always represents Javanese ethic and etiquette in vis-à-vis to modern life. This research employed critical deconstruction theory supported with visual communication semiotic theory with hermeneutic approach. The study was expected to give the opportunity of developing creativity in interpreting text, the interior of cultural pledge building. Data collection was carried out using observation, interview, document study, and library study. Data validation was conducted using data triangulation. The result of research showed that (1) rationality in modernism resulted in new awareness that interior of Pracimayasa as the cultural heritage became tourist package in dinner or lunch tour in global era interpreted as the recognition through deconstruction process, thereby generating new interpretation and understanding on the interior of Pracimayasa, (2) the characteristics of Pracimayasa's interior should be the source of interior designing idea in global era in realizing the concept of interior esthetic balanced and harmonious with its cosmos to achieve the harmonization of civilization in global era.

**Keywords** rationality, creative industry, interior characteristics of Pracimayasa, harmony

## 1. Introduction

Pracimayasa building constituting a cultural pledge building is a residence of Mangkunegaran royal family, with tangible and intangible cultural heritage [1]. Pracimayasa building as the cultural pledge object should be protected corresponding to Republic of Indonesia's Law No. 11 of 2010 about Cultural Pledge. As the cultural pledge, Pura Mangkunegaran and the cultural activities within it are preserved. On the other hand, the release of Republic of Indonesia's Law Number 10 of 2009 about Tourism and Local Regulation of Central Java Province Number 10 of 2012 about the Tourism Development Master Plan of Central Java Province in 2012-2027 put Mangkunegaran onto dilemmatic position.

Tourism development is considered as having potency in economic reinforcement, often called creative economy. Tourism and Creative Economy Minister explains that creative economy is the fourth wave of economic development following agricultural, industry and information technology [2]. Creative economy is how to create added-value of knowledge base including existing cultural heritage and technology. It means that Pracimayasa building located in cultural pledge area becomes an integral part of tourism

development. In the attempt of developing tourism, Mangkunegaran includes Pracimayasa building as the family's residence sold in dinner or lunch tour package. The process of converting an object formerly not having monetary value into the one with monetary value is called commodification. Commodification is defined as the process of making non-commodity object to commodity one [3].

This phenomenon generates a question "how is commodification of Pracimayasa building viewed from conservation and creative aspects. The interior of Pracimayasa, as the royal family's residence, is a private building. Meanwhile, in commodification domain, something produced is oriented to sale value. Barker [4], explains that commodification is a process associated with capitalism in which object, quality and signs are converted into commodity, something intended to be sold in the market.

## 2. Research Methodology

This research attempts to explain the commodification of Pracimayasa Building in Mangkunegaran. Pracimayasa Building, as cultural heritage building formerly having private function, now has public function in the context of tourism. This research is directed to conceive the meaning of commodification built by agents as a relation consisting of: