

***Malang Kembali* Festival Influence on Public Awareness of the Cultural History of the City**

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ABSTRACT

Malang Kembali is the name of an annual event held to commemorate the anniversary of the Malang. This event embodies the vision of socialization rescue art, culture, and history of Malang. The organizers intend to explore the elements of local wisdom (local genius) as a knowledge society and the city of Malang for the planning, development, and cultural development of all aspects in the Malang city. Initially, various activities have been planned to take part. But most expected events is Festival Tempo Doeloe (Old Time festival) along the main road from the Legendary Ijen Boulevard, which still relatively maintain of the city scale, park, serial vision, pedestrian and several historic buildings. As a colonial city that has been designed by Thomas Karsten, and has the power of history as a city, Malang has the potential of cultural art and architecture are contained in the view of the city. Some corner of the city has a mix of Java and the western culture, like the town square. This event was organized caused the cultural history of the town is not fully known and understood both the citizens or the government. Unfortunately, the survival of these events tend to reflect the street festival in the routine. Ijen road as a place not really truly safe from land-use developments. This paper will discuss how the influence of a cultural arts festival on the city government's and public awareness of the cultural history of the city. The awareness is essential to developing policies that strengthen the identity of the city. Urban community should not just know the history and culture of their city, but also know how to treat the city.

Keywords: *cultural history, street festival, community awareness*