
APPLICATION OF DUPLITECTURE TO PUBLIC SPACES IN THE CITY CENTER CASE STUDY: UMBRELLA MADINAH PASURUAN CITY

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ABSTRAK

Duplitecture has become a captivating trend in Indonesia tourism. Duplitecture refers to the imitation or duplication of a popular architectural object that is intentionally built in a different place to enhance the tourist attraction within an area. Duplitecture usually adopts iconic architectural objects from foreign countries or those already globally famous. The trend of duplitecture invites debate because on one hand, it can be seen as plagiarism, but it can also be appreciated for its tourist appeal. This study examines the implementation of duplitecture in public spaces in downtown areas with a case study of Payung Madinah in Pasuruan City, East Java, mimicking the design of the Umbrellas of Al-Masjid An-Nabawi in Medina, Saudi Arabia. The aim is to investigate the important influences that limit or encourage the development of the duplitecture trend. Literature review was conducted in this research to discuss the duplitecture trend from various perspectives. Qualitative methods through field observation and interview were also applied to see the impact of the object existence. The study results show that the Payung Madinah in Pasuruan City has successfully become a positively impactful duplitecture object appreciated by the community. In addition to its unique shape, the object can provide functional space and offer new experiences to visitors in the downtown area. Its presence is strengthened by the religious tourism area around it, thus creating mutually beneficial benefits for the community, the image of the area, and its own existence.

KEYWORDS: architectural imitation, duplitecture, public space, religious tourism, tourism

Duplitecture telah menjadi tren yang menarik di dunia pariwisata Indonesia. Duplitecture mengacu pada tiruan atau duplikasi suatu objek arsitektur populer yang sengaja dibangun di tempat yang berbeda untuk meningkatkan daya tarik wisata di suatu daerah. Duplitecture biasanya mengadopsi objek arsitektur yang ikonik dari negara asing atau yang sudah terkenal secara global. Tren duplitecture mengundang perdebatan karena di satu sisi dapat dianggap sebagai plagiarisme, tetapi di sisi lain juga dapat diapresiasi karena memiliki daya tarik wisata. Penelitian ini mengkaji penerapan duplitecture pada ruang publik di pusat kota dengan studi kasus Payung Madinah di Kota Pasuruan, Jawa Timur, yang meniru rancangan Payung Masjid Nabawi di Madinah, Arab Saudi. Tujuan dari penelitian ini adalah untuk menyelidiki pengaruh-pengaruh penting yang membatasi atau mendorong perkembangan tren duplitecture. Studi literatur yang dilakukan dalam penelitian ini untuk membahas tren duplitecture dari berbagai perspektif. Metode kualitatif melalui pengamatan lapangan dan wawancara juga diterapkan untuk melihat dampak dari keberadaan objek. Hasil studi menunjukkan bahwa Payung Madinah di Kota Pasuruan berhasil menjadi objek duplitecture yang berdampak positif dan diapresiasi oleh masyarakat. Selain bentuknya yang unik, objek tersebut mampu memberikan ruang fungsional dan menawarkan pengalaman baru kepada pengunjung di pusat kota. Keberadaannya diperkuat dengan adanya kawasan wisata religi di sekitarnya, sehingga menciptakan manfaat yang saling menguntungkan bagi masyarakat, citra kawasan dan eksistensi dirinya sendiri.

KATA KUNCI: imitasi arsitektur, duplitecture, ruang publik, wisata religi, wisata

INTRODUCTION

Tourism is one of the fastest-growing industries which can significantly contribute to economic growth and community welfare (Sudiarta, Suharsono, Tripalupi, & Irwansyah, 2021). This development is driven by advancements in transportation infrastructure and information technology, supporting promotion of various new destinations (Mesci, Comlekci, & Mesci, 2019). In Indonesia, numerous new destinations in different regions have been developed as part of tourism diversification efforts. These increasing destinations are expected to stimulate economic circulation and promote equitable regional development in various areas.

One strategy to promote regional tourism is to build city branding in cities across the regions. City branding is an effort to shape a city's identity by highlighting its culture, distinctive features, or unique values, to enhance its appeal (Lang, Marta, & Menayang, 2020). In the context of architectural design, this can be implemented through the spatial planning and beautification of urban public spaces. In this context, integrating new architectural elements can revitalize public spaces, making them more functional and visually appealing (Buchrieser, 2019). One practical approach to implementing this is by constructing copysites or duplitecture, which are replicas or duplicates of popular architectural landmarks in tourist destinations (Yousaf & Fan, 2020). Copysites or duplitecture has become popular in Indonesia as many regions adopt this concept to create various tourist attractions.

The term "Copysites" refers to replicas of globally renowned buildings or monuments (Bernhard & Duccio, 2019). Meanwhile, Bosker (2017) describes the term "Duplitecture" as a phenomenon of replicating Western architectural objects, particularly in China, within a new context and often for different purposes. Several key characteristics of Duplitecture can be identified:

- Popular imagery: Duplitecture applies popular and iconic object to lure attention.
- Visual resemblance: Duplitecture does not replicate the original object in full. It highlights recognizable iconic features of an original object.
- Functional difference: The replicated structures usually serve a different function than the original buildings.
- Tourism and place branding: These replicas are often constructed for aesthetic enhancement, symbolic representation, or commercial appeal, particularly in public or tourism-oriented settings.

One notable example of Copysites/Duplitecture in Indonesia is the Simpang Lima Gumul Monument in

Kediri, which resembles the Arc de Triomphe in Paris. One main difference between the Simpang Lima Gumul Monument and its Parisian counterpart lies in the relief details. In this case, the Simpang Lima Gumul reliefs depict the history, culture, and traditional arts of Kediri (Qothrunnada, 2022). Another well-known example is the Merlion Statue in Madiun, which replicates Singapore's iconic Merlion. The Madiun Merlion was constructed by the local government as an artificial landmark to attract urban visitors. In this study, the term "Duplitecture" will be consistently used to refer to architectural objects designed to replicate popular architectural objects.

Duplitecture can originate from a designer's appreciation for a specific architectural work or from a stakeholder's personal preference for an architectural precedent. Historically, architectural development has always been characterized by innovation alongside the replication of architectural objects (SEZGIN, TOPALOĞLU, ASASOĞLU, & KULOĞLU, 2019). Besides, Duplitecture can be intentionally created to fulfill people's desire in experiencing foreign places and cultures without the need for physical travel to those locations (Sui, Zhao, & Kong, 2017). Consequently, Duplitecture is a common phenomenon that has consistently played a role in the evolution of architecture.

Duplitecture sparks debate due to its potential for both negative and positive impacts. It may be criticized as a creation without novelty and authenticity. For instance, the design of the Simpang Lima Gumul Monument, which imitates the monument in Paris, may have successfully created a local attraction. However, its grandiose design contrasts with the humble and modest character of Kediri's local culture or the vernacular style of its surrounding areas. Residents of Kediri have expressed that the Simpang Lima Gumul Monument does not reflect their local culture (Ardhani, 2019). Thus, Duplitecture can potentially create social disparities, but it has also been proven to revitalize public spaces effectively, particularly by attracting tourists and boosting economic activity in certain areas.

This study examines the case of *Payung Madinah* in Pasuruan, Indonesia—a replica of the umbrellas at the Prophet's Mosque in Medina—completed in early 2022 and located in a religious tourism area at Pasuruan City Square. This object aligns with the history and culture of Pasuruan, known as Kota Santri (City of Islamic Scholars) and recognized for its potential in religious tourism (Ciputra, 2022). This study aims to explore the trend of Duplitecture through a multidisciplinary lens – specifically law, architecture, and tourism – and its impact within an environment that shares similar cultural values, with a particular focus on the case of *Payung Madinah* Pasuruan.

METHODS

The case study focuses on the Payung Madinah in Pasuruan City, which replicates the umbrella design of the Prophet's Mosque in Medina, Saudi Arabia. This Duplitecture object consists of six umbrellas located between the city square and the Al-Anwar Grand Mosque in Pasuruan. In contrast, the Prophet's Mosque complex in Medina features 250 umbrellas designed to provide shade, particularly for visitors during the hot summer months (SL-Rasch, 2013).

This study employs a descriptive analysis method based on literature study to discuss Duplitecture from from the perspectives of law, architecture, and tourism. The literature study draws on a range of sources, including books, academic journals, and online articles. The insights gained from the literature will serve as foundation to discuss the Duplitecture phenomenon in the case study.



Figure 1. Case Study: Payung Madinah Kota Pasuruan (Source: Author Documentation, 2023)



Figure 2. Umbrellas at the Prophet's Mosque in Medina, Saudi Arabia (Source: Unsplash oleh Taryamin (2020))

This study also applies a qualitative approach using observation and semi-structured interviews to examine the case of Payung Madinah in Pasuruan. This approach is guided by four key characteristics of duplitecture interpreted from Bosker (2017): (1) popular imagery, (2) visual resemblance, (3) functional difference, and (4) tourism and place branding.

This study used formal analysis to compare visual resemblance of the Payung Madinah structure with

the original umbrellas at Al-Masjid An-Nabawi. The comparison involves visual observation and the creation of simplified diagrams highlighting the essential geometrical features of both structures. Other characteristics—popular imagery, functional difference, and tourism impact—were explored through field observation and interviews. Field observations were conducted using the behavioral mapping technique, complemented by photographic documentation, to record visitors' behavior in occupying specific spaces over a certain period (Ng, 2016). This observation provides insights into how people engage with and utilize the surrounding area. Meanwhile, interview questions were designed to understand visitors' recognition of the umbrella as a replica, its perceived function within the public space, and its contribution to the area's identity.

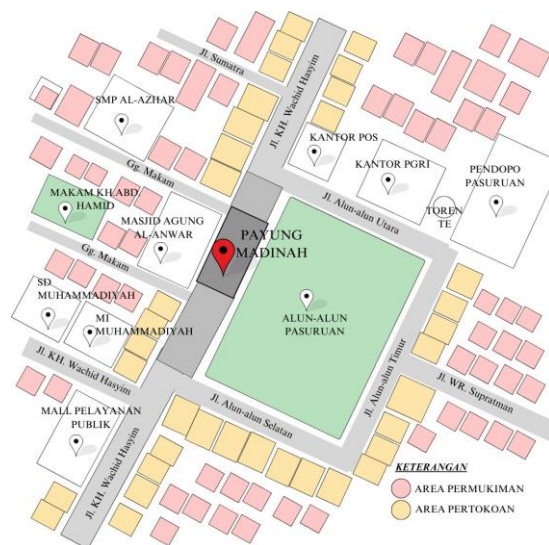


Figure 3. Location of Payung Madinah, Pasuruan (Source: Author Documentation, 2023)

RESULTS AND DISCUSSION

Perspectives on Duplitecture and Architectural Imitation

It is necessary to consider Duplitecture and architectural imitation from different angles to avoid oversimplifying the debate over whether duplitecture is simply right or wrong. Historically, imitation or Duplitecture in architecture has been a common phenomenon, occurring across different places and eras with varying degrees of appreciation and critique.

From a legal perspective in Indonesia, architectural works are classified as creations protected under Undang-undang No. 28 Tahun 2014 on Copyright (Indonesia, 2014). The law stipulates the rights of creators to publish and reproduce their works (*Pasal 15*) and provides protection against unauthorized reproduction of unpublished works (*Pasal 40*). However, the boundaries of plagiarism or the determination of similarity in architectural works

remain ambiguous (Puteri & Susetyarto, 2018). Similar copyright regulation for architectural works exist in the United States, introduced in 1990 to safeguard architects' designs and drawings from plagiarism or duplication (BBC, 2020). It prohibits the reproduction of architectural drawings or designs that have been published or circulated online for use in design and construction projects. However, there are often cases where similarities or resemblances in works do not stem from the reproduction of design documents. In such instances, similarities in building designs may arise from other design documents that coincidentally resemble each other or are inspired by the same historical works. Consequently, in practice, proving legal infringement due to resemblance or similarity is challenging.

Meanwhile, China has established a policy of banning duplitecture since 2020 (BBC, 2020). China previously did not have laws governing the copyright of architectural works (Keating, 2021), so the duplitecture phenomenon in the country had become a trend and raised a lot of criticism. The trend of Duplitecture in China is influenced by the perspective of the general public, who tend to appreciate the act of imitating architectural works. Chinese people interpret the act of imitation not as something negative as westerners see it. For them, duplitecture is a symbol of mastery of the culture and technology of other cultures and admiration for the original creators (Yousaf & Fan, 2020). Additionally, the Chinese have a strong interest in exploring foreign cultures.

The Chinese government has implemented policies restricting Duplitecture to revive local values and strengthen cultural confidence and identity. The case in China demonstrates that public perception of architectural replicas plays a significant role in shaping the trend of Duplitecture in a particular region. While widely accepted by the public, the trend of Duplitecture must be managed to ensure it does not negatively impact local cultural values.

In the context of architecture, architects generally work under the influence of others while also facing the pressure to produce original designs (Giovannini, 1983). Some architects may feel honored when their work is imitated, whereas others might view it as plagiarism. Giovannini (1983) points out various opinions of famous architects in America, such as Frank Gehry, Robert Venturi and Robert A.M. Stern, who advocate the act of "imitation" as a way of seeking design guidelines, learning and developing design work - not to claim/ take the work of other architects. Giovannini (1983) also recounts a case of coincidental copying of a popular architectural work in New York. The matter was resolved after clarification that the similarity was not intentional. Therefore, copying/similarity in architecture is less likely to be a

serious problem, as architects themselves rarely make an issue of it.

Keating (2021) argues that no building is 100% original, as design teams are inevitably influenced by the works of previous architects. Inspiration often comes from elements of existing buildings, a practice common during the Renaissance when artists and architects replicated objects for learning and creative reference (Mayernik, 2016). Meanwhile, Bayl-Smith, an academic and practitioner of architecture in Australia, argues that architecture today suffers from originality syndrome rather than plagiarism (Knight, 2020). He emphasizes that pursuing originality does not necessarily result in better designs. Imitation, therefore, should not be narrowly interpreted as replicating physical forms but can also reflect an architect's approach to solving specific problems. In this sense, imitation is not a threat to the architectural field; instead, it can yield positive outcomes if applied with consideration for environmental and social factors. Architectural works are functional creations that prioritize human needs and comfort, alongside aesthetics—unlike fine art, which is often valued primarily for its aesthetic qualities.

Table 1. Factors Influencing the Duplitecture Trend
(Source: Author Analysis)

Factor	Pengaruh
Creator's Sensitivity	Justified or contested legally by copyright holders
Public Perception	Tolerance, appreciation, or criticism from the general public
Tourism Management	Public interest, trends and popularity of the object, as well as economic and social impacts

From a tourism perspective, Duplitecture represents a profitable business model (Bernhard & Duccio, 2019). When a cultural heritage site becomes popular and successfully commercialized (e.g., the Eiffel Tower), it is often imitated or reproduced elsewhere to attract tourists. In this sense, Duplitecture serves as a practical means of reproducing cultural elements for commercial purposes. The tourism sector has been a significant driver behind the emergence of Duplitecture and architectural replicas (Buchrieser, 2019). However, visitors to the duplitecture are not always attracted by the physical aspects alone, but also because they want to experience a different atmosphere and activities in the duplitecture environment. Bernhard and Duccio (2019) highlight a case in China where the primary reason tourists visited a replica of the French Chateau Lafitte Maison in Beijing was to taste and purchase French wine, with the building's architecture merely serving as a "backdrop." Buchrieser (2019) notes that

Duplitecture, even when not constructed by the original architect, can provide visitors with distinct experiences. Therefore, duplitecture can be an attractive tourist attraction not only because of its physical features but also due to non-physical aspects, such as: activity management, services, ease of access, and availability of entertainment (Bernhard & Duccio, 2019).

From the various perspectives on Duplitecture, there are several factors that need to be considered to ensure that the duplitecture trend is well-received by the public and can develop positively:

- **Creator's Sensitivity**
The response of copyright holders, whether project owners or architects, to similarities or resemblances in architectural works can vary and significantly influence whether such imitation becomes a legal issue. Although imitation is often justified, it can be sensitive when the object is highly business-related. Giovannini (1983) points to a legal case on architectural plagiarism in 1950 that was won by California architect Cliff May for his Ranch-House design in California, USA. The plagiarism case may have been sensitive at the time because the Ranch-House was popular and its design was utilized by certain parties either for personal or business purposes. In this case, architectural copying may tend to be sensitive in the industrial world if the similarity of a work is considered detrimental to the business of certain parties. For example, a house design from a company/architect that is used without permission by another party to build many houses for sale.
- **Public Perception**
The public's perception of local and foreign cultures influences their view of Duplitecture objects. The local community's appreciation or even admiration for the object of Duplitecture can arise because of the encouragement and openness to see foreign cultures; or because of boredom with the local cultures that have filled the places around them. People's motivation to see something different also fosters tolerance toward Duplitecture objects.
- **Tourism Management**
Duplitecture objects attract attention not only for their physical appearance but also for the non-physical aspects meticulously planned to enhance the atmosphere of the site. Visitors' enjoyment of the ambiance in the architectural space is influenced by the types of entertainment, security, accessibility, and activities offered. Tourism management has an important role in determining the success of duplitecture objects as tourist attractions that

are favored by the community. This can further encourage people to favor other duplitecture tours and motivate various local actors to develop duplitecture tourism models in other locations. However, the existence of duplitecture objects must be regulated so that its development to prevent excessive growth that could threaten local cultural values.

Geometric Analysis of Visual Resemblance

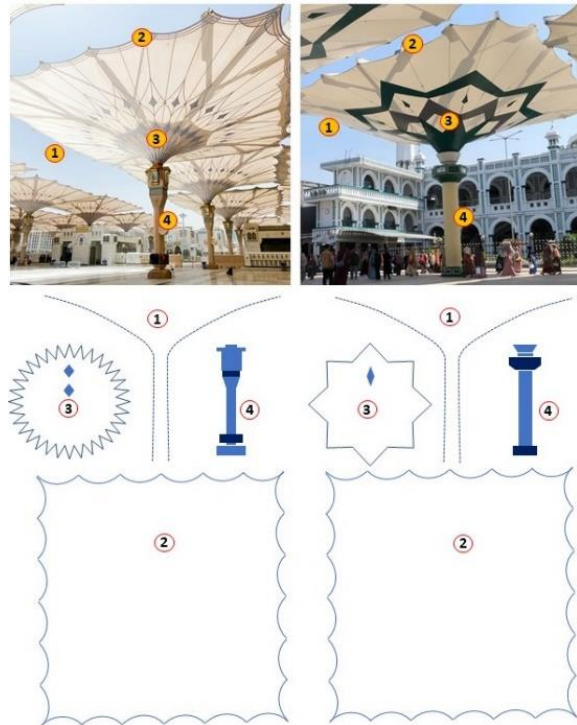


Figure 4. Visitor Resemblance Analysis

(Source: Author Documentation, 2023 and a photo by Nurul (exploretomakan.com) from Unsplash. Image has been modified by the author)

The visual resemblance between Payung Madinah in Pasuruan and the original umbrellas at Al-Masjid An-Nabawi in Medina was analysed using simplified diagrams that capture the essential shapes:

- **Vertical silhouette** showing the general outline of the upward-tapered canopy as viewed from the side.
- **Horizontal silhouette** depicting a star-like geometry that represents umbrella's outline viewed from above.
- **Umbrella motifs** with a radial or polar array motif, reflecting a similar visual rhythm to the original umbrellas.
- **Column proportion** presenting a balanced composition between base, shaft, and top, echoing the iconic structural posture of the Medina version.

There is a strong overall similarity between vertical and horizontal silhouette, reinforcing

recognizable outline of the original design. While umbrella motifs and column proportion differ in detail, they maintain the same underlying design principles. The motifs employ radial or polar array geometry, emphasizing a central axis and star-like symmetry. Although the decorative details on the base, shaft, and top of the column vary, the Duplitecture object retains a comparable column proportion among these elements. The resemblance is further supported by the use of similar material and structural system. The Payung Madinah also adopts a tensile structure that can be opened and closed, representing a comparable technological approach to the umbrella mechanism used in the original design. These aspects demonstrate how the Payung Madinah in Pasuruan captures the visual essence of the original.

Field Observation

The *Payung Madinah* Pasuruan is open daily from 8:00 AM to 5:00 PM WIB, with the umbrellas closed at night. The revitalization the city square along with the construction of the *Payung Madinah* in front of the Al-Anwar Grand Mosque have significantly increased the number of tourist visits to Pasuruan City. This increase is also influenced by the nearby pilgrimage site of the tomb of KH Abdul Hamid, a prominent Islamic figure in Pasuruan.

From 10:00 AM to 12:00 PM, visitor numbers peak on weekdays as it approaches the *Dhuhr* prayer time, with the umbrellas primarily used by adults for prayer and rest. Some visitors are also groups visiting the tomb of KH Abdul Hamid, located near the mosque.

Behavioral observations were conducted using place-centered mapping during high-activity periods: (1) weekdays, (2) Friday prayers, and (3) weekends. This method records detailed visitor activities and interactions, providing insights into the spatial dynamics of architectural duplication and its influence on behavioral patterns.



Figure 5. Observation During Daytime on Weekdays (Source: Author Documentation, 2023)

The umbrella structures provide extensive shaded areas during the day, creating recreational spaces nearby. Visitors can freely rest, move, and interact around the umbrella area during daylight hours.

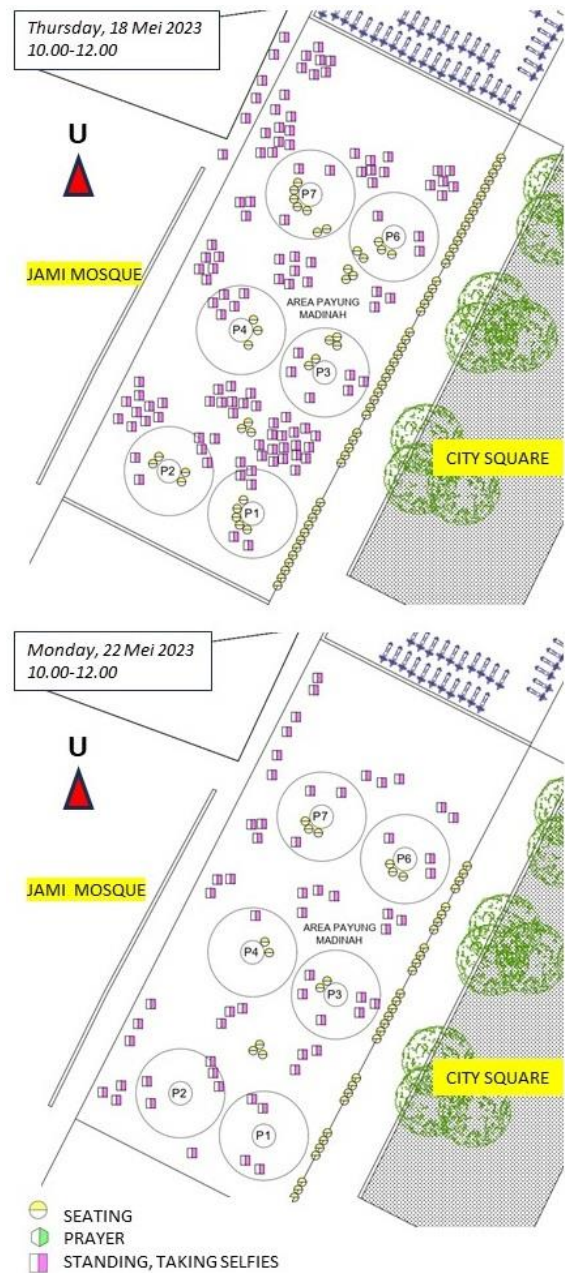


Figure 6. Visitor Behavior on Weekdays: Monday and Thursday, 10:00 AM - 12:00 PM (Source: Author Documentation, 2023)

Every Friday, the umbrellas are used to accommodate congregational prayers in front of the Al-Anwar Grand Mosque. Worshippers line up under the shade provided by the umbrellas, oriented toward the qibla. The eastern edges are occupied by women and children waiting during the prayer. This arrangement makes outdoor worship activities more

comfortable, organized, and visibly accessible to the public.



Figure 7. Observation During Worship Time: Friday Prayers (Source: Author Documentation, 2023)

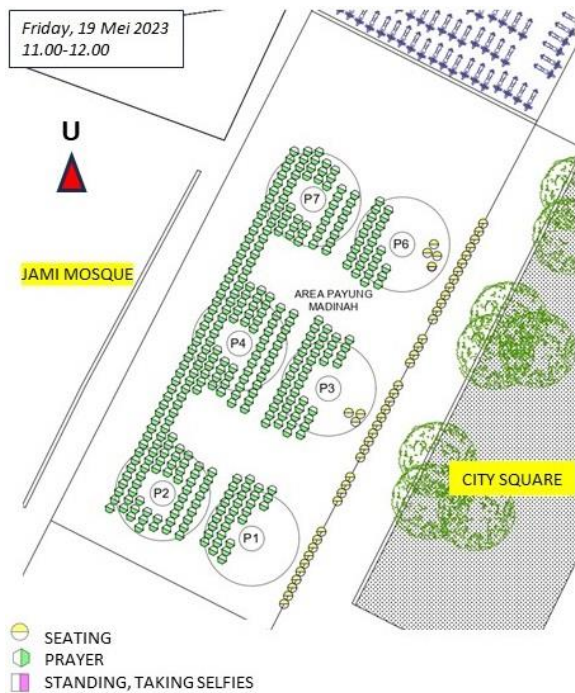


Figure 8. Visitor Behavior on Worship Day: Friday Prayers, 11:00 AM - 12:00 PM (Source: Author Documentation, 2023)



Figure 9. Observation on Weekends: Saturday and Sunday (Source: Author Documentation, 2023)

On Saturday afternoons, the *Payung Madinah* area is predominantly visited by families and teenagers for recreational purposes. During this time, the crowd is more dispersed and random. In contrast,

Sunday mornings are busier due to pilgrimage activities involving larger groups. Pilgrimage groups tend to cluster at specific points and move in a line before entering the mosque.

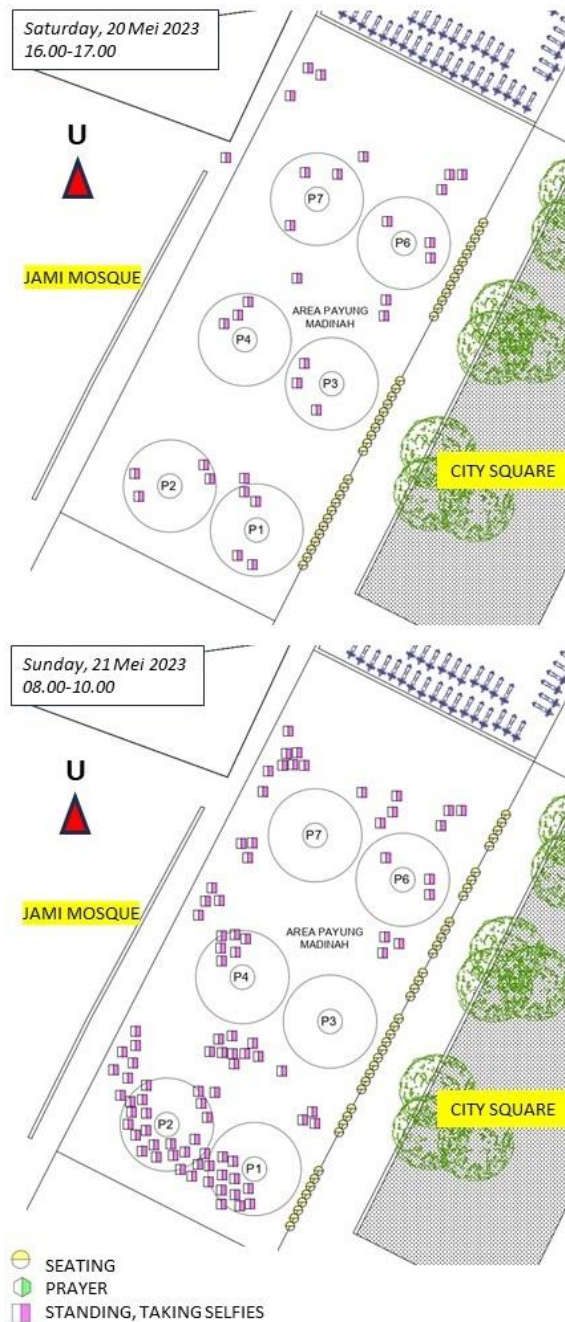


Figure 10. Visitor Behavior on Weekends: Saturday (4:00 PM - 5:00 PM) and Sunday (8:00 AM - 10:00 AM) (Source: Author Documentation, 2023)

Field observations indicate that the presence of the *Payung Madinah* Duplitecture has revitalized the public space in Pasuruan City through religious tourism activities. The *Payung Madinah* has become a functional and attractive focal point that integrates recreation and worship activities. Most visitors utilize the shaded areas around the umbrellas in groups to

relax, take photos, and socialize while waiting for prayer times. This dynamic is facilitated by the umbrella's geometric design, which provides ample shade for the open space. Additionally, the *Payung Madinah* offers a novel experience for the community by enabling worship in a shaded and open outdoor setting.

The atmosphere created by the *Payung Madinah* is closely tied to its location within a religious tourism area. Worshippers and pilgrims visiting the area are naturally drawn to engage in recreational activities around the umbrellas. Conversely, the presence of the *Payung Madinah* also reinforces the identity of the surrounding religious tourism zone. Therefore, the *Payung Madinah* Duplitecture has successfully established a mutually beneficial environment in Pasuruan City's public space, enhancing the ambiance of the urban public area while strengthening the image of the city's religious tourism hub.

Public Perception

Interviews were conducted randomly with ten visitors at the *Payung Madinah* area in Pasuruan City. Their responses provide insights into the general public's views on the Duplitecture object and how it may influence their behavior within the space. In this context, the presence of a Duplitecture object may evoke specific motivations and meanings that shape visitors' behaviors. The table below presents some of the questions posed during the interviews.

Table 2. Interview Questions About *Payung Madinah* in Pasuruan City

Questions
1. Where are you from? How old are you?
2. What is your reason for visiting <i>Payung Madinah</i> in Pasuruan City? Was it planned, or did you stop by spontaneously?
3. What is your opinion about the construction of <i>Payung Madinah</i> in Pasuruan City?
4. Does the existence of <i>Payung Madinah</i> make Pasuruan City more recognized by people from other cities?
5. Do you think the design and structure of <i>Payung Madinah</i> are suitable for Pasuruan City?

Interview results are summarized below:

- Question 1: Six out of ten respondents were local residents, while the remaining four came from outside the city. All respondents were adults aged between 20 and 60 years.
- Question 2: Eight respondents had planned their visit to *Payung Madinah* in Pasuruan City, while the rest visited as part of their pilgrimage to the tomb of Kyai Haji Abdul Hamid. Most visitors came to take selfies or rest while waiting for prayer time.

- Question 3: All respondents agreed that *Payung Madinah* in Pasuruan City serves as a beneficial public facility. Visitors frequently use the structure for shade during the daytime while waiting for activities. Most respondents recognized that *Payung Madinah* is an imitation of the umbrellas at the Prophet's Mosque and found it attractive, appreciating the structure.
- Question 4: All respondents agreed that the presence of *Payung Madinah* has increased Pasuruan City's recognition among people from other cities.
- Question 5: The majority of respondents agreed that the replica of *Payung Madinah* aligns with Pasuruan City's image, which is deeply rooted in Islamic history and culture. This is reflected in the city's several Islamic religious tourism sites.

The interview results indicate that the presence of the *Payung Madinah* Duplitecture in Pasuruan City has been well-received and appreciated by local visitors. Generally, three factors contribute to the positive sentiment from the public toward this Duplitecture object:

- **Functionality**
The *Payung Madinah* in Pasuruan provides shade, supporting both recreational and religious activities in the public space. The structure successfully integrates recreation and worship, making these activities more engaging.
- **Attraction of the original Object's Popularity**
The design is considered attractive largely due to the popularity of the original object it replicates, which boosts public confidence in the potential for tourism and enhances Pasuruan City's image. This indicates that the public does not view architectural imitation as taboo.
- **Relevance to Context**
The object enhances the religious atmosphere in the public space, given the proximity of the mosque and religious pilgrimage site. This is also linked to the image of its original inspiration, the umbrellas of the Prophet's Mosque in Medina, which serve global Muslim worship and religious tourism.

These three factors demonstrate that a Duplitecture object can be appreciated not only for the uniqueness of its physical form but also for its ability to serve as a solution, much like the original object, in a relevant context. In addition, the interconnection of religious values in these three factors also has a strong influence on the positive sentiment of the community towards the duplitecture object.

Duplitecture from the Case Study

The analysis of observations and interviews related to *Payung Madinah*, when linked with the

literature review, provides several important insights into the duplication of architectural objects and their impact on the environment and human behavior. Key lessons from this case study include:

- Imitation in architecture is not inherently inferior to original designs. In fact, original designs do not always guarantee a better environment (Knight, 2020). Architectural imitation allows problem-solving methods from past architects to be applied and developed in similar or different contexts. This can be seen from the Madinah Umbrella case study, which can have a positive impact through its shading to form a functional space that is comfortable for recreation and worship.
- Duplitecture has the potential to create distinct atmospheres and experiences, making it a more attractive destination (Bernhard & Duccio, 2019; Buchrieser, 2019). In the context of Payung Madinah in Pasuruan City, this unique atmosphere emerges from the open outdoor space that integrates recreation and worship activities. This integration provides a novel experience for Pasuruan residents and visitors passing through the area.
- The Duplitecture trend in Indonesia appears to be influenced by the public's motivation and openness to exploring foreign cultures. This is reflected in the positive sentiment of the people of Pasuruan towards the duplitecture object Payung Madinah. Public perceptions of Duplitecture may vary across countries, depending on the cultural values upheld in each region. For example, the majority of western societies tend to see duplitecture as a form of plagiarism, while the Chinese interpret it more positively, namely as a symbol of technological mastery and admiration for the original object (Yousaf & Fan, 2020).
- The application of Duplitecture must consider several aspects, namely their functionality, the popularity of the original object, and their relevance to the context. These aspects will determine how the public accepts Duplitecture objects. The selection of the Duplitecture of Payung Madinah in Pasuruan city successfully touched on these aspects, allowing the object to be well-appreciated and utilized by the community. The umbrella object successfully fosters a strong connection with the public by serving as an inclusive space for both recreational activities and worship. In addition, it also boosts public confidence in improving the image of Pasuruan city.
- The selection of a location for implementing Duplitecture significantly impacts the ease and opportunities in tourism management. Both

physical and non-physical aspects of the surrounding environment can be utilized to organize visitor activities and movements while emphasizing the presence of the object. The proximity to the mosque and the pilgrimage site of KH Abdul Hamid's tomb facilitates the Payung Madinah Duplitecture in attracting and guiding visitors in the area. In this context, the object contrasts with the surrounding buildings in form but aligns harmoniously with the religious values of the area. Pilgrims are offered a moment to pause and reflect under the umbrellas, evoking a connection to the sacred Islamic site in Medina, Saudi Arabia.

- The implementation of Duplitecture in public spaces and tourist areas must consider the sustainability of its appeal and its impact on local cultural identity. This phenomenon has the risk of creating a bubble effect, as happened in China, where Duplitecture-based areas eventually became abandoned "ghost areas" (Prischich, 2023). In addition, the excessive use of Duplitecture can erode the potential of local cultural identity, which can actually strengthen city branding if it is authentically raised. As such, careful consideration of cultural relevance and sustainability is important to ensure that duplitecture actually provides long-term benefits to the area.

CONCLUSION

The Payung Madinah in Pasuruan City serves as an effective example of Duplitecture implementation in enhancing tourism activities and the area's image in the city center. This object not only showcases a strong resemblance to the original object with its iconic appeal, but also provides functional benefits for visitors. The structure has received positive appreciation from the local community, offering a unique and distinct experience while contributing to a vibrant public space in the city center. Based on these findings, Duplitecture in Pasuruan City Square can be seen as a positive trend that encourages the exploration of foreign cultures, provided that its application carefully considers socio-cultural relevance and the suitability of the location. The presence of Payung Madinah strengthens the appeal of Pasuruan's religious tourism area, delivering sustainable benefits to the surrounding community.

However, the implementation of Duplitecture must also address the sustainability of its appeal in the long term. Experiences from other regions, such as China, show that some Duplitecture objects attract attention initially but lose their appeal over time. This could potentially lead to the object becoming less

relevant or even abandoned after the trend fades. In addition, overuse of Duplitecture can erode the potential of local cultural identity that could otherwise strengthen city branding. Therefore, Duplitecture should be applied with careful planning, taking into account cultural relevance and the long-term sustainability of its appeal for the local community.

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