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CULTURAL IDENTITY, SOCIAL DYNAMICS, AND ECONOMIC ADAPTATIONS: THE VERNACULAR ARCHITECTURE OF KAMPUNG INGGRIS PARE IN THE FACE OF MODERNIZATION

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ABSTRACT

Vernacular architecture critically reflects a community's cultural heritage, social structure, and economic dynamics. In Kampung Inggris Pare, Kediri, the architectural landscape has evolved alongside the village's transformation into a prominent language learning hub. This paper explores how vernacular architecture embodies local traditions, facilitates social interactions, and adapts to economic shifts driven by the growth of language course institutions. The study addresses key questions: How does architecture in Kampung Inggris reflect cultural identity and tradition? How does it shape social dynamics and relationships? How has economic development influenced architectural evolution? What challenges does modernization pose to preserving cultural heritage? This research uses a qualitative literature study to analyze secondary data from academic journals, books, and reports on architecture, social dynamics, and economic changes in Kampung Inggris. Content analysis and preliminary ethnographic study were employed to identify patterns in architectural design, community engagement, and economic transformation. Findings reveal that vernacular architecture in Kampung Inggris integrates cultural symbols and reflects traditional Javanese cosmology, reinforcing community identity. Communal spaces within the architectural layout promote interaction and collaboration, fostering a sense of belonging among residents and visitors. However, economic growth, driven by the proliferation of language courses, has led to structural adaptations that accommodate businesses and students, raising land values and entrepreneurial opportunities. Conversely, modernization threatens to overshadow traditional architectural elements, risking cultural identity loss. This study concludes that a balanced approach to modernization and heritage preservation is essential to sustain Kampung Inggris' unique architectural identity while supporting its economic vitality.

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1. Introduction

Vernacular architecture expresses a community's cultural heritage, social dynamics, and economic conditions. Its forms are aesthetic choices and deeply rooted responses to local climate, culture, and social organization (Prieto, 2022). In Indonesia, traditional architecture, such as the *joglo limasan*, has long been associated with Javanese cosmology, communal values, and spatial hierarchies.

Vernacular architecture has long been regarded as a vital reflection of a community's cultural identity, social structure, and environmental adaptation (Hafidhuddin and Lukito, 2024). In many regions facing modernization, vernacular forms are often replaced or heavily altered to accommodate new economic and social demands (Banti, 2023). However, in Kampung Inggris Pare, Kediri, an interesting phenomenon persists despite the wave of

modernization and rapid economic development driven by the growth of language course institutions; many vernacular architectural elements remain intact.

This enduring presence of traditional architectural forms amidst contemporary changes invites deeper exploration. It raises crucial questions about the resilience of local cultural identity, the role of architecture in shaping social dynamics, and the negotiation between tradition and modernity. Lamzah (2025) has shown that modernization often leads to the erosion of local character. Yet, Kampung Inggris offers a different narrative where traditional value coexists with economic progress.

In Kampung Inggris, Pare, Kediri, the architectural landscape has evolved in parallel with the village's emergence as a nationally recognized language learning hub. This transformation has introduced new patterns of land use and building typologies, shaped by the needs of

students, entrepreneurs, and language course institutions. While the economic revitalization has fostered growth, it also risks marginalizing traditional architectural forms, echoing concerns raised in studies on urban heritage loss amid modernization. Existing research often focuses on behavioral architecture (Sugestian et al., 2020). Yet little has been done to examine how its vernacular architecture reflects, adapts to, or resists these forces of socio-economic factors. This study addresses that gap, exploring how architecture in Kampung Inggris embodies cultural identity, facilitates social interaction, and negotiates the pressures of economic transformation.

2. Literature Review

The modernization of Kampung Inggris Pare is a complex process driven by educational, economic, and social factors. While this transformation has brought numerous benefits to the local community, it has also introduced challenges that require careful management. Understanding the key drivers of change—English immersion programs, educational tourism, and socio-economic shifts—helps contextualize modernization's positive and negative impacts.

One of the most significant factors behind Kampung Inggris' growth is the establishment of English immersion programs. With over 100 courses available, the village has developed a strong reputation as a language education center, attracting local and international learners (Pratiwi, 2024; Nurhayati et al., 2015). The effectiveness of these programs lies in their immersive nature, which enhances students' linguistic skills in a setting that encourages constant practice. However, sustaining the quality of these programs requires continuous innovation and adaptation to meet changing educational demands (Widya, 2024). Without proper regulation, there is also a risk of commercialization affecting the integrity of language instruction.

In addition to its role as an education hub, Kampung Inggris has become a popular destination for educational tourism. Visitors come to learn English and experience the local culture, creating a unique blend of academic and cultural exchange (Mualifah and Roekminiati, 2018). The influx of learners has stimulated economic growth, establishing businesses such as guesthouses, restaurants, and transportation services (Mu'Arifa, 2020). While this economic expansion benefits local entrepreneurs, it raises concerns about over-commercialization, where the emphasis on profit could overshadow the village's original mission as a learning community (Adedari et al., 2023).

The socio-economic transformations brought about by modernization have reshaped the community dynamics of Kampung Inggris. The increasing number of new residents—students, educators, and business owners—has altered the traditional lifestyle of local people, leading to shifts in social interactions (Asih, 2017). Additionally, heightened competition among language institutions has improved the quality of education, pushing institutions to innovate and provide better services (Mu'Arifa, 2020). However, the rapid rise in living costs poses a challenge for long-term residents, as increased demand for housing and

services drives prices up. Moreover, social tensions between locals and newcomers may emerge if economic disparities widen or if cultural integration is not adequately facilitated.

While modernization has brought undeniable benefits to Kampung Inggris, it also presents challenges that must be addressed for sustainable development. Rising living costs, increased competition, and potential over-commercialization call for strategic policies that balance economic growth with community well-being. Ensuring affordability, fostering social cohesion, and maintaining educational integrity are crucial steps to preserve the village's unique identity while embracing progress.

Vernacular architecture reflects a community's traditions, cultural identity, and social structure, adapting to local climates, materials, and social needs (Palupi et al., 2021). In Kampung Inggris Pare, Kediri, this architectural form has evolved with the unique linguistic and educational landscape that characterizes the region. Since establishing numerous English language courses in the 1970s, the village has transformed into a dynamic learning hub, attracting students across Indonesia. This influx of learners has reshaped the local economy and influenced the architectural landscape.

Traditional Javanese architectural elements in Kampung Inggris, reflecting the region's cosmology and community-oriented values, coexist with new structures designed to accommodate the growing demand for student housing, educational facilities, and supporting businesses. While modernization brings economic benefits, it also poses risks to the cultural heritage embedded in the vernacular architecture. The tension between preserving architectural identity and embracing functional development offers a fertile area for exploration.

This paper investigates the vernacular architecture of Kampung Inggris Pare as a critical expression of its community's cultural, social, and economic dimensions. Drawing from a literature study approach, it examines how architectural forms embody local traditions, social interactions, and economic growth. The design of buildings in Kampung Inggris reflects a synthesis of cultural heritage and pragmatic adaptation to contemporary needs, symbolizing a living narrative of community identity. Communal spaces, characteristic of vernacular architecture, facilitate collaboration and interaction within the village's educational and business ecosystems. However, rapid modernization threatens to diminish these traditional elements.

The research seeks to understand how the architecture of Kampung Inggris has responded to these changes while preserving its cultural roots. It addresses the following questions: How does vernacular architecture in Kampung Inggris reflect its community's cultural identity and traditions? In what ways does the architectural layout influence social interactions and relationships? How have economic transformations shaped the evolution of vernacular architecture in Kampung Inggris? What challenges does modernization pose to preserving cultural heritage in the village?

Through a comprehensive review of existing literature

and preliminary ethnography, this paper aims to contribute to the discourse on sustainable architectural practices that balance economic progress with cultural conservation, offering insights for architects, urban planners, and policymakers invested in community-centric design.

The expected outcomes of the research are multi-dimensional. On the cultural level, the study hopes to provide guidelines for integrating traditional elements into modern designs in a way that feels authentic and sustainable. On the social level, it aims to illustrate how architecture can foster resilience and cohesion even amid rapid change. Economically, the study aspires to offer strategies for sustainable growth that do not compromise the area's heritage values. At the policy level, findings from this research could inform local government initiatives to develop heritage-conscious urban planning strategies, ensuring that Kampung Inggris can continue to thrive without losing its distinctive character.

3. Research Method

To ground the research contextually, a preliminary ethnographic study was conducted in December 2024 over two weeks in Kampung Inggris, Pare, as presented in Figure 1-5, focusing on the Tulungrejo and Pelem neighborhoods, the core areas of language learning and architectural transformation. This initial fieldwork aimed to explore the lived experiences of residents and visitors, understand the spatial practices within vernacular and adapted architecture, and inform the development of the research framework. A total of 15 participants were engaged through informal, open-ended conversations, including five long-term residents, three English course founders and instructors, four student boarders, two local builders, and one village official. These interactions offered early insights into architectural modifications, cultural preservation efforts, and economic drivers influencing spatial change. Participant observation was a central method during this phase. Attention was given to how architectural elements—such as *pendopo* (open verandas), carved wooden facades, and courtyard layouts—were retained or altered. The researcher documented spatial adaptation, such as adding second floors, converting family homes into dormitories, and emerging commercial signage. The researcher also attended local events to deepen cultural understanding, including a weekly religious gathering (*pengajian*) in a traditional home, an informal English speech competition, and a village clean-up initiative. These events illuminated how communal spaces are used and how traditional and modern spatial arrangements shape social interactions. Field notes, photographs, and sketches were collected during this period, forming a foundation for thematic categorization and the design of formal data collection tools used in the main study.

The literature study and preliminary ethnography method employed in this research played a pivotal role in understanding the complex relationship between vernacular architecture, cultural identity, social dynamics, and economic growth in Kampung Inggris Pare (Asih, 2017). The literature study provided a foundation for research, drawing on previous works on vernacular

architecture, community development, and socio-economic transformations. Key academic sources, including books, journal articles, and reports, were reviewed to contextualize the unique architectural forms found in Kampung Inggris within broader theoretical frameworks. These included studies on cultural identity in architecture, the impact of education on local economies, and the social functions of public and private spaces in traditional communities. By synthesizing these sources, the research identified relevant patterns, concepts, and historical trends that shaped the architectural evolution of Kampung Inggris.

The ethnographic approach, though preliminary, provided a rich, qualitative layer of data, enabling the research to move beyond theoretical discussions and engage directly with the community (Aini and Syafi, 2019). Through informal interviews, observations, and participation in local events, the researcher gained insight into how residents and visitors experience the space, interact, and perceive the architectural changes around them (Zulaikha et al., 2021). This ethnographic exploration highlighted the social significance of the architecture in daily life, including how communal areas facilitate interactions, build relationships, and foster a sense of belonging among diverse groups (Azizah et al., 2023). By closely observing how different social groups—students, local entrepreneurs, and long-time residents—navigate the space, the research captured the evolving dynamics within Kampung Inggris (Ocejo, 2018).

The first major construction of the study focuses on cultural identity and tradition. The research examines how traditional symbols, design elements, and architectural practices are embedded—or sometimes contested—within the evolving physical environment. It asks critical questions about how architecture can preserve Kampung Inggris' cultural heritage in the face of modernization pressures, and how these traditions are being adapted or reinterpreted by the current generation of residents and newcomers.

The second construct addresses social dynamics and community life. Kampung Inggris is a place for formal education and a vibrant, organic social system where informal learning, daily interaction, and communal living are central. The research explores how vernacular architecture, through elements like communal dormitories, open courtyards, learning cafés, and semi-public spaces, supports social cohesion, fosters a sense of belonging, and facilitates an inclusive educational environment. It seeks to understand how architectural forms and spatial arrangements influence and are influenced by the patterns of community interaction.

The third key area concerns economic transformations. Economic activities have intensified as Kampung Inggris gained national and international attention. The research examines how vernacular architecture has been adapted to meet new demands, such as the emergence of dormitories, cafés, rental houses, and guesthouses, and what these changes mean for the area's traditional character. Tensions between economic development and heritage preservation are inevitable, and the study interrogates how

commercialization pressures could risk eroding the original socio-cultural fabric of the community.

Running through these three constructs is a central tension: the need to balance tradition and modernity. Kampung Inggris stands at a crossroads where rapid modernization and commercialization threaten to overshadow its original values. Therefore, the study critically questioned how architecture can serve as a medium for negotiating this balance, offering models that accommodate economic vitality without sacrificing cultural integrity.

Methodologically, the study employs preliminary ethnographic fieldwork, including participant observation and interviews with various stakeholders such as residents, students, business owners, and architects. Thematic analysis is applied to identify recurring patterns related to cultural expression, social interaction, and economic adaptation strategies.

Together, the literature study and preliminary ethnography method provided a comprehensive lens through which the architectural transformations of Kampung Inggris were understood. The literature offered theoretical depth and historical context, while the ethnographic data brought the community's lived experiences into focus. This combined approach allowed for a nuanced understanding of the social and cultural implications of architectural changes in the face of economic growth and modernization.

4. Results and Discussions

The vernacular architecture of Kampung Inggris Pare, as shown in Figure 1, serves as a tangible expression of the community's evolving cultural identity, social interactions, and economic transformations. More than just a collection of buildings, the architectural landscape reflects a deep-rooted heritage while simultaneously adapting to contemporary needs. The preliminary ethnographic findings emphasize how the rhythms of daily life shape the built environment in Kampung Inggris, the demands of its educational ecosystem, and the broader socio-economic shifts occurring within the region.

4.1 Cultural Identity and Tradition

Integrating cultural symbols and local customs in design reinforces a unique identity tied to the area's historical and cultural context. Reflecting cosmology and lifestyle in architecture emphasizes a community-centered worldview, aligning with observations from Wiranto (1999). Integrating cultural symbols and traditional design elements in Kampung Inggris' vernacular architecture reflects a community deeply connected to its heritage (Vázquez-Torres et al., 2020). Houses, dormitories, schools, and communal spaces incorporate historical significance elements, such as open-air courtyards, extended roof structures, and locally sourced materials. These architectural features are not merely aesthetic choices; they serve practical functions suited to the tropical climate while symbolizing cultural values like collectivity, harmony, and balance (Helfi, 2022).

The preliminary ethnographic study reveals that many

long-time residents and architects view these traditional elements as integral to Kampung Inggris' identity. Informants expressed a strong attachment to these architectural styles, viewing them as a visual representation of their way of life. However, some community members also acknowledged the tension between maintaining these traditional structures and the growing preference for modern, cost-effective designs that cater to the needs of the expanding educational and commercial sectors. This interplay between preservation and adaptation underscores the broader challenge of balancing cultural heritage with economic progress.



Figure 1. Vernacular Architecture as Cultural Identity and Tradition

4.2 Social Dynamics and Community Interactions

Architecture supports social interactions by providing communal spaces, which are critical in a setting like Kampung Inggris, which is known for its educational focus, as captured in Figure 2. The interaction of students, teachers, and business owners highlights the role of architecture in fostering collaboration and community bonds. Kampung Inggris is an educational hub where social interactions are deeply intertwined with its architectural configuration (Muarifa, 2020). The area's physical design encourages communal engagement, essential for fostering the learning environment it is known for.

Preliminary observations indicate that language course institutions are not isolated but deeply embedded within the community. Schools, dormitories, and common areas are designed to be open and welcoming, allowing students and locals to interact freely. This architectural openness promotes informal learning, where students practice their language skills in everyday social settings, whether in small cafés, traditional warungs, or shared study spaces.



Figure 2. Vernacular Architecture Adapted to Social Dynamics and Community Interaction

Additionally, shared spaces, such as courtyards and open halls, play a crucial role in fostering collaboration. Interviews with students and business owners confirm that these areas are more than just functional spaces; they are

places where people gather, exchange ideas, and build relationships. This aligns with previous research (Mu'Arifa, 2020), highlighting how architectural design can influence social connectivity and interaction within a community.

4.3 Economic Implications and Architectural Adaptations

The expansion of language course institutions has significantly impacted the local economy, with vernacular architecture adapting to meet the demands of this growth. This flexibility underscores the community's economic resilience while highlighting tensions between preservation and modernization. The rise of Kampung Inggris as an educational and economic hub has inevitably influenced its architectural evolution. The increasing number of students coming to the area has driven demand for accommodations, study spaces, and commercial establishments, leading to the adaptation of vernacular architecture to meet new functional requirements.



Figure 3. Some Residents Still Preserve Their Vernacular House, Integrated with Economic Activities

One of the most notable transformations observed during the ethnographic study is repurposing traditional homes into dormitories and guesthouses as part of their economic activities, as represented in Figure 3. Many residents have expanded their houses to include additional student rooms, modifying their original layouts while retaining some vernacular features. Similarly, local businesses have adapted by constructing semi-open cafés and co-working spaces that maintain a traditional aesthetic but incorporate modern conveniences. However, these adaptations support economic resilience and threaten the area's architectural heritage. Some informants expressed concerns that rapid commercialization might overshadow Kampung Inggris's traditional characteristics, leading to a gradual loss of its distinct architectural identity. Moving forward, the challenge is ensuring that economic growth does not come at the expense of cultural preservation, as presented in Figure 4.



Figure 4. Some Massive Buildings Start Growing and Spreading

4.4 Navigating the Balance between Tradition and Modernization

The findings, as presented in Table 1, highlight the dynamic interplay between tradition and modernity. Vernacular architecture in Kampung Inggris Pare is not static; it evolves to reflect the needs of its community. However, this evolution carries risks, particularly the potential erosion of traditional architectural elements under modernization and economic development pressures. While beneficial for economic progress, modern influences might dilute the cultural essence embodied in conventional architecture. The challenge lies in finding a balance between growth and preservation, ensuring that Kampung Inggris's identity remains intact amidst change. The findings from the preliminary ethnographic research highlight the complex relationship between tradition and modernity in Kampung Inggris. On the one hand, vernacular architecture remains a strong marker of cultural identity, shaping social interactions and community cohesion. On the other hand, economic development and modernization are driving changes that could alter the architectural landscape.

One key insight is that architecture in Kampung Inggris is not static—it is a living entity that evolves in response to social and economic pressures. While modern influences bring new opportunities, they also risk diminishing the area's cultural authenticity. Striking a balance between preservation and progress requires strategic urban planning that prioritizes heritage conservation while accommodating necessary growth. Moreover, architecture in Kampung Inggris plays a crucial role beyond its physical function, facilitating social and economic exchange. The design of the built environment interconnects communal spaces, learning hubs, and businesses, reinforcing the idea that architecture is an active participant in shaping community dynamics.



Figure 5. Trying to Balance the Massive Buildings and Its Open Space

As Kampung Inggris continues to develop, the challenge will be to sustain its vernacular architectural identity while embracing necessary modernization. This research underscores the importance of community involvement in architectural decisions, ensuring that local voices are heard in shaping the future of Kampung Inggris. Future studies could further explore how policies and architectural guidelines can be implemented to protect the area's cultural heritage while supporting its economic sustainability. The findings highlight the dynamic interplay between tradition and modernity. Vernacular architecture

in Kampung Inggris Pare is not static; it evolves to reflect the needs of its community. However, this evolution carries risks, particularly the potential erosion of traditional architectural elements under modernization and economic development pressures.

While beneficial for economic progress, modern influences might dilute the cultural essence embodied in traditional architecture. The challenge lies in finding a balance between growth and preservation, ensuring that Kampung Inggris's identity remains intact amidst change. Moreover, the role of architecture as a medium for social and economic interaction is particularly significant in Kampung Inggris, where education and commerce intersect. Communal spaces are physical areas and platforms for exchanging ideas and services, creating a microcosm of interconnected cultural and economic practices.

The preliminary ethnographic findings of this research offer valuable insights into how the vernacular architecture of Kampung Inggris Pare is deeply intertwined with the community's cultural, social, and economic dynamics. The architecture here is a functional element and a cultural artifact reflecting the community's traditions, identity, and values. By observing the spaces where people interact, live, and work, and through interviews with locals and students, the study uncovers how the built environment fosters a sense of community, facilitates social exchange, and influences economic activities.

Regarding cultural identity, the vernacular architecture in Kampung Inggris continues to honor local traditions. The design of the buildings, with their open spaces and use of local materials, speaks to the community's respect for nature and the climate, as presented in Figure 5. Traditional elements such as open courtyards and shared gathering areas remain central to the way people engage with one another. These spaces are more than just functional; they represent a cultural norm of hospitality and collaboration, where relationships are built and nurtured.

From a social perspective, architecture is pivotal in fostering interaction between the local community and the influx of students and visitors across the country. Common spaces such as warungs (local eateries also known as stalls), language school campuses, and open courtyards become sites of cross-cultural exchange. These spaces serve as platforms for knowledge-sharing, providing opportunities for social bonding and intellectual growth. As a result, architecture facilitates social interaction and an exchange of ideas, contributing to the vibrant intellectual and social fabric of Kampung Inggris.

Economically, the growth of educational institutions in the area has transformed the local economy. The increasing demand for language courses has driven new business opportunities, from accommodation services to local eateries. This economic shift is reflected in the built environment, where newer structures are erected to cater to the growing population of students. As businesses thrive, so does the local economy, leading to increased land values and a more dynamic community. However, the influx of modern developments challenges the preservation of vernacular architecture. While new

constructions meet the needs of economic growth, they also threaten the cultural integrity of Kampung Inggris by overshadowing traditional design elements.

These preliminary ethnographic findings confirm the broader themes explored in the research paper, particularly the delicate balance between maintaining cultural identity and adapting to the pressures of modern economic development. The research sheds light on the role of architecture as an artistic mirror, offering both opportunities and challenges for communities undergoing rapid transformation. In conclusion, the findings underscore the importance of thoughtful urban planning that embraces both tradition and modernity, ensuring that the vernacular architecture of Kampung Inggris can continue to reflect the community's rich cultural heritage while accommodating the demands of a changing socio-economic landscape.

The research on the vernacular architecture of Kampung Inggris Pare offers several significant implications, particularly in understanding the intricate relationship between culture, community, and development. First, the findings underscore the importance of preserving cultural heritage within the context of modernization. The study demonstrates how the traditional architectural forms in Kampung Inggris are functional and integral to the community's identity. This highlights the need for conscious urban planning and development efforts that respect and incorporate local traditions while accommodating growth and change. Moreover, the research provides valuable insights into the social dynamics within the village. Examining how architecture facilitates social interactions and fosters collaboration emphasizes the role of built environments in shaping community cohesion. As language courses and educational institutions thrive in the village, these communal spaces become vital for nurturing relationships and creating a supportive ecosystem for residents and students.

Economically, the study illustrates the transformative impact of language education on the local economy, particularly in terms of increasing land values and opening new opportunities for local businesses. This brings attention to the need for strategic planning to balance economic growth with the preservation of cultural landscapes, ensuring that development does not come at the cost of the village's unique character. Ultimately, this research invites policymakers, architects, and urban planners to reconsider how modernization can be achieved without sacrificing the essence of a community's heritage. The lessons drawn from Kampung Inggris Pare are valuable for other communities experiencing similar pressures from growth and globalization.

The practical implications of this research are far-reaching, particularly for urban planners, architects, and local policymakers involved in developing culturally rich areas facing rapid growth. The findings suggest that preserving vernacular architecture should not be viewed as an obstacle to progress but as an opportunity to create spaces that honor cultural heritage while supporting economic and social development. For Kampung Inggris

Pare, new developments should be designed with sensitivity to traditional architectural forms, incorporating elements that maintain the community's identity while accommodating the needs of modern businesses and educational institutions. For local authorities, the research highlights the importance of developing policies that encourage sustainable growth. This involves protecting the architectural integrity of the village by implementing regulations that prevent the indiscriminate demolition of traditional buildings and the overdevelopment of the area. Additionally, efforts to integrate modern infrastructure with the existing architectural landscape can be pursued through adaptive reuse projects that breathe new life into old structures while preserving their cultural significance.

On a practical level, businesses and language institutions in Kampung Inggris can leverage the uniqueness of the village's architecture as part of their brand identity, offering an authentic experience that resonates with students and tourists. This approach can help sustain the village's appeal as an educational hub, attracting people who value cultural immersion alongside academic achievement. Finally, the research offers valuable insights into community engagement. Residents, educators, and entrepreneurs should be included in discussions about the village's future, ensuring that development aligns with their values and needs. Collaborative efforts to balance heritage preservation with economic growth will ensure that Kampung Inggris continues to thrive as a vibrant, culturally rich, and economically dynamic community.

The social implications of this research are deeply connected to how vernacular architecture shapes the everyday lives of the residents and visitors in Kampung Inggris Pare. The study highlights that architecture is not simply a backdrop to social interaction; it actively fosters a sense of community and belonging. In Kampung Inggris, communal spaces within the traditional architectural layout facilitate social exchanges among residents, students, educators, and local entrepreneurs. These interactions are essential in a village that thrives on its educational ecosystem, where collaboration and networking are key to its success.

The vernacular architecture in Kampung Inggris, which is rooted in local customs and traditions, reinforces the cultural identity of its inhabitants. It offers a visual and spatial representation of their shared values, history, and way of life. The community's social fabric is tested as the village experiences rapid growth due to the influx of language learners and institutions. The architecture plays a critical role in maintaining the close-knit, collaborative atmosphere that has defined the village for years. However, with the rise of modernization and the influx of more commercial developments, there is a risk of diluting the sense of shared community and cultural continuity. The research calls for a deeper understanding of how architectural design influences social ties, urging policymakers and developers to consider the community's social well-being as they plan.

Furthermore, the study raises important questions about social equity within the context of economic growth.

As new opportunities emerge for local businesses and entrepreneurs, there may be disparities in how different population segments benefit from these changes. When preserved, vernacular architecture offers equal access and participation in the village's cultural life. This research encourages a more inclusive approach to development, ensuring the benefits of modernization are distributed equitably among the residents while still honoring the traditions that bind them together.

Table 1. Summary of Research Findings

Aspect	Findings	Challenges	Opportunities
Cultural Identity and Tradition	<ul style="list-style-type: none"> Integration of cultural symbols, traditional materials, and open layouts. Expresses the community's heritage and worldview. 	Tension between traditional and modern, cost-effective designs.	Urban planning that fuses tradition with modern needs.
Social Dynamics and Interactions	<ul style="list-style-type: none"> Open designs foster communal spaces. Architecture promotes informal learning and cross-cultural exchanges. 	Risk of weakening community ties due to modernization.	Strengthening communal identity through thoughtful space design.
Economic Adaptations	Rise in educational tourism boosts local economy. Traditional homes are adapted into dormitories and businesses.	Rapid commercialization threatens traditional architecture.	Leveraging vernacular uniqueness as a tourism and branding asset.
Balance of Tradition and Modernization	<ul style="list-style-type: none"> Architecture evolves but risks eroding cultural identity. Community views architecture as a "living heritage." 	- Potential loss of authenticity under economic pressures.	- Adaptive reuse and preservation-focused development strategies.
Social Implications	<ul style="list-style-type: none"> Architecture shapes social cohesion. Promotes inclusivity and shared cultural experiences. 	There is a risk of social inequities if development is uneven.	Inclusive planning ensures all community groups benefit.

Aspect	Findings	Challenges	Opportunities
Practical Implications	Urban planning, policy-making, and business models should align with cultural preservation.	Unregulated modern development could harm heritage value.	Community-driven architectural guidelines & participatory development approaches

5. Conclusion

The vernacular architecture of Kampung Inggris Pare embodies the intricate relationship between cultural heritage, social interaction, and economic transformation. More than a static collection of buildings, the built environment reflects the community's evolving identity, adapting to education, commerce, and modernization demands. Culturally, the architectural elements preserve traditional values, integrating historical design features that foster a sense of continuity and belonging. Socially, the openness of shared spaces—such as courtyards, warungs, and communal halls—encourages interaction, reinforcing Kampung Inggris as a learning and cultural exchange hub. Economically, the rise of language schools and student accommodation has driven architectural adaptations, reshaping traditional homes and commercial spaces to meet new functional needs. However, this evolution presents challenges. The push for modernization and economic growth risks overshadowing Kampung Inggris' architectural heritage, raising concerns about the erosion of its distinct identity. The key challenge moving forward lies in balancing preservation with progress, ensuring that development respects the community's cultural essence while accommodating necessary expansion.

Ultimately, architecture in Kampung Inggris is a living expression of its people, shaped by their daily rhythms and aspirations. Thoughtful urban planning and community-driven initiatives will be essential in maintaining its vernacular heritage while embracing sustainable growth, ensuring that Kampung Inggris retains its unique cultural and architectural identity amidst ongoing change. A sustainable approach is essential, one that integrates economic development with architectural conservation. Stakeholders, including residents, businesses, and policymakers, must collaborate to maintain Kampung Inggris' cultural identity while embracing progress. By doing so, the community can ensure that its vernacular architecture remains a vibrant symbol of its heritage and resilience.

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