

DEVELOPMENT OF CULTURAL TOURISM THROUGH THE INTERPRETATION OF INDONESIAN LOCAL WISDOM

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ABSTRACT. Indonesia is an archipelagic country with potential for tourism development due to the cultural richness and diversity, which has the potential for cultural tourism and local wisdom that can increase economic income and which is a great prospect that can bring foreign tourists, so the local government must intervene to preserve and develop cultural tourism. The purpose of this study is to analyze the development of cultural tourism and local wisdom in Central Java. This research is conducted by using a literature review of books, journals, and previous studies related to this study, as well as the SWOT analysis method (Strength, Weakness, Opportunity, Threat). This SWOT analysis is used to analyze the potential for developing culture and local wisdom, and internal and external problems, especially in the districts of Demak, Jepara, and Kudus, which have unique potential and handicraft products that can be developed for the development and improvement of local cultural tourism. The various potentials that Indonesia has through culture and local wisdom are great prospects for inviting foreign tourists, so local government cooperation is urgently needed to preserve and develop cultural tourism and local culture. The Central Java Fair is used as a promotional media in introducing local cultural tourism destinations, and the strategy for developing local cultural tourism is based on the SWOT analysis of local culture.

Keywords: Tourism, Cultural tourism, Local Wisdom, Culture, SWOT Analysis

1. INTRODUCTION

Indonesia is an archipelagic country with a high potential for tourism development and a great attraction for tourists, especially foreign tourists to Indonesia. Cultural wealth and diversity get the potential to help develop the tourism sector now and in the future, especially in the tourist market segment (Sangkaew & Zhu, 2020). Tourism is defined as a temporary vacation from one place to another taken to refresh the mind after work by taking advantage of a shared trip). Family leisure time contributes more to economic development and income changes by having a significant impact on economic development and leading to various income changes. The most significant result is achieved by family leisure time. According to the development of cultural tourism according to Bugarin, D., Velickovic, S., Tucovic, M, (2021). One focus of cultural development is emphasized in UU 10 of 2009 concerning culture as a resource for national tourism development and UU 10 of 2009 that national culture is very diverse, strategic in tourism

development is stated by Damanik (2013: 113). Indonesia has advantages over other countries. When viewed from a comparative advantage such as Bali and Java.

Where its cultural charm is already known and visited by domestic and foreign tourists, cultural tourism has great prospects, one of which is very strategic tourism development in Indonesia, Sutaryo (2018:57). Cultural tourism is an object that becomes a tourist attraction based on human creations, both cultural heritage and cultural heritage values as well as cultural values that are still alive today, really need to be developed with the aim of preserving culture and wisdom itself so that it does not disappear over time. Cultural tourism as one of the destinations of tourists visiting from various foreign and local countries to implement local wisdom, where local wisdom comes from traditional values, religious values, local culture of the community to adapt to the surrounding environment according to (Pignaton, Santos & Taraves, 2019).

When viewed from a cultural perspective, the tourism industry indirectly performs an important role in the development of Indonesian culture because the existence of a tourist attraction can introduce a country's cultural diversity such as traditional arts, religious ceremonies, customs, local languages, or special foods. Attention both of Indonesian and foreign tourists through direct connection with foreign tourists and local populations, the rapidly growing cultural tourism provides cross-cultural experience and understanding. This can help tourists know about the culture of the local community by knowing the background of the local culture adopted by the local community. Local wisdom is a characteristic or character of each area that significantly supports the development of cultural tourism. The potential and local wisdom in tourism development are types of human creativity that can improve a region's economy. One effort to develop cultural tourism and local wisdom is the packaging of local culture in the form of cultural festivals such as the Central Java Fair. The purpose of this study is to analyze tourism based on culture and local wisdom in the form of a festival in Central Java.

2. LITERATURE REVIEW

a. Tourism and culture

To discuss the study of Indonesia's national interest in developing cultural tourism, it can be achieved by developing tourism culture, according to Suwanto the term tourism, which is a change in a person's temporary residence outside his place of residence for a reason and not to carry out activities that generate income. Wages Tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, businessmen, the government, and local governments {UU no. 10 of 2009 concerning Tourism (revision of UU No. 9 of Tourism).

According Yoeti (2008: 8) tourism must meet 4 criteria below:

- Travel from one place to another, travel outside the place of residence where the person usually lives.
- the purpose of the trip is done solely for fun, without earning a living in the country, city, or area of the destination visited.
- The money spent by the tourist is taken from his place of origin, where he can live or reside, and is not obtained as a result of the activities conducted during the tour.
- The trip should minimum at least 24 hours.

Koentjaraningrat argues that culture has at least three forms, namely an idea, an idea, the value of regulatory norms, activity patterns of human behavior in society and the work of humans. Culture is defined as knowledge, morals, customs and various abilities and habits acquired from humans as members of society. Culture is one source of soft power which shows the ability of a country to coordinate without an element of threat by offering rewards such as ideological and cultural attractiveness to become a positive representation for a country according to Richard (2013). Culture is also a human embodiment, adapting to its environment as a guide for the community in carrying out social arrangements in the life of society, nation and state (Sedarmayanti, 2014: 15). Meanwhile, Joseph Nye said that culture is a source of soft power which refers to the ability of the state to introduce or coordinate with offers to others so as to get a reward or economic income.

b. Development of Tourism and Local Wisdom
According to UU10 of 2009 concerning tourism, a tourist destination, hereinafter referred to as a tourism destination, is a specific geographical area located within one or more administrative areas in which there are tourism activities and is equipped with the availability of tourist attractions, facilities public facilities, tourism facilities, accessibility, and interrelated communities. According to Suryono (2004:80) strategy is principally related to the issue of policy implementation, determining the goals to be achieved, and determining the ways or methods of using infrastructure. Its implementation is by developing tourism destinations by offering cultural attractions with sustainable economic and cultural benefits and interests, this makes tourists know and

appreciate the culture of the local community and understand the local cultural background adopted by certain communities (Spillane, 2014).

Local wisdom is knowledge that comes from previous generations or from previous experience relating to the environment and other communities from a group in a place that is useful for overcoming the difficulties and problems faced. Local wisdom comes from religious values, traditional values that are naturally formed from a community group by adapting to the surrounding environment (Seyfi & Hall, 2020).

Cultural resources are considered vital for an area because they have an important role or function in determining the direction of development, one of the cultural resources that become development potential is *local wisdom*. Indonesia's cultural diversity has the potential to improve the community's economy. But until now, cultural diversity has not been used optimally to build and prosper the community. Each region of Indonesia has a different culture in the form of songs, languages, traditional ceremonies, traditional houses, musical instruments, and others (Solemede, Tamaneha & Selfanay, 2020). Local wisdom is the steps and practices developed by a group of people who come from a deep understanding of the local environment that is formed from an area from generation to generation (Eko & Widiyanto, 2015).

The development of tourism has an impact on all aspects of human life, both social, cultural and economic aspects. Tourism contains important elements, such as attractions and tourists. Another element that determines the development of tourism is tourist attraction. This means that a tourist attraction must have an attraction, and give the impression of a pleasant experience so that it can attract the attention of tourists to visit tourist areas (Park & Santos, 2016). The management of a tourist attraction so that it has an attractiveness has become a contemporary need. Therefore, the efforts made in the development of cultural tourism must be supported by local wisdom by analyzing the potential and problems of cultural tourism and local wisdom at the Central Java Festival so that

foreign tourists are more familiar with and know culture in Indonesia, especially in the Central Java area explained by Sugiyarto (2018). The tourism development strategy is principally related to issues such as implementation policies, objectives, methods of using facilities and infrastructure, which are always related to 3 things, so it must be supported by the ability to anticipate existing opportunities and the role of tourism development both from the government and the community in efforts to develop tourism facilities and infrastructure. According to Suryono (2004:80).

c. Differences of Studies

Table 1. Difference of Studies

No	Name and Title	Result of SWOT analysis	Difference
1	Ana Irhadayaningsih, Strategy for developing Gemawang village as eco-cultural tourism	<p>Village officials increase their work with the government in the development of eco-cultural villages.</p> <p>Offering feedback and promotions, vocational villages and the private sector improve cooperation.</p> <p>Conduct training for community groups.</p> <p>Improve and maintain existing tourist attractions.</p> <p>Conduct ethical controls on</p>	<p>The object or location of the research is in the village of Gemawang, Semarang Regency</p> <p>Conduct ethical controls on tourists</p> <p>Create tourist regulations</p>

		tourist	
		Apply policies for tourists	
2	Rosbita Flaviana osin & Irawinne Rizky Wahyu, Strategy For Developing Traditional Cultural Tourism Objects In Bena, Flores Regency, NTT	Maintainin g the authenticity of the traditional village. Developin g tourist attractions with various attractions Cooperatin g with the government and promotion Involving the younger generation in activities in Bena. Utilizing tourism potential and developme nt into a new tourist attraction	Object of study in Flores NTT Generate a general strategy (grand strategy) on matrix analysis Maintaini ng the authenticity of the traditional village Involve the younger generation in every activity
3	Lilik Maulidiya, Potential and Strategy for tourism development on Mandagin Island, Sampang Regency	Provide complete facilities in tackling competition with other tours Tourism managemen t by giving warnings to tourists who pollute the environme nt Increase public understand ing and insight so as not to be influenced	Research location in Sampang district Increasing the potential of local culture with cultural unique or handmade products and the role of tourism-aware communities and local communities.

		by newcomer s.	
4	Alfin Dwi Cahyani, SWOT Analysis in the development of Lambang beach tourism objects in Sumenep Regency	Build and improve tourism facilities and infrastru ct ure. Developin g tourist attractions Build and provide tourist accessibility. Increase promotion and improve developme nt program. Performin g facility maintenance and improving the quality of human resources.	The object of study is Sumenep' s Lambang Beach. SWOT analysis show at the informal matrix Tourism geography Journal variable
5	Nama lengkap penulis, Developmen t of Cultural Tourism through the Interpretatio n of Indonesian Local Wisdom	Can increase the potential of local culture through collaborati on with the private sector and the governmen t. Increasing the potential of local culture with cultural handicraft or handmade products and the role of tourism aware	The location or object of study is in Central Java. Increasing the potential of local culture with special cultural crafts and the role of culturally aware communities. Improve quality and quantity of HR and Managem ent HR

		<p>communities and local communities.</p> <p>Improving infrastructure at cultural tourism place.</p> <p>Increase cooperation between regions and districts</p> <p>Improving the quality and quantity of human resources and improving the governance of cultural tourism management</p>	
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3. RESEARCH METHODS

This research method uses library research with descriptive analysis, namely by collecting data, compiling and analyzing and interpreting. Descriptive method aims to describe clearly about the object studied scientifically. Literature research has a characteristic which is that it deals directly with text or numbers, is ready to use obtains data from the results of the second analysis, not from the field directly or previous researchers.

The data used is through a literature study of books, articles and previous studies that are related to this study. The analytical method used is SWOT analysis, namely Strength, Weakness, Opportunity, and Threat analysis to analyze cultural tourism and local wisdom on the object of research including internal and external problems, if grouped internal analysis is on the strengths and weaknesses contained in culture and local wisdom while the analysis External views are seen from opportunities and threats by

being given weights with the aim of prioritizing and depending on efforts to develop the cultural festival according to Asmarani in Sugiyarto (2010).

4. RESULTS AND DISCUSSION

Tourism is known as a contribution to world income and employment, tourism has become a mainstay sector in various countries in the world both in developed and developing countries According to the latest UNWTO World Tourism Barometer, international tourist movements amounted to 1.322 billion throughout 2017 and global tourism is still continuing grew in 2018 (indonesiatouristnews.com: 2018). Similarly, the Central Statistics Agency (BPS) reported that the number of foreign tourist visits to Indonesia throughout 2017 was 14.03 million visits, an increase of 21.88 percent compared to the previous year, which was 11.51 visits (CNN Indonesia: 2018).

Demak district's local culture is based on the cultural values contained in the local community of the historical journey that occurred. Demak Regency was given the name "Guardian City" by the Sultanate of Demak or the Kingdom of Demak, and this kingdom was a pioneer in the spread of Islam on the island of Java. The Demak Mosque, the Tomb of Sunan Kalijaga, and the Tomb of the Sheikh are remains from this period, that's why this destination is used for religious tourism and is visited by many tourists from Indonesian and international communities who do want to perform pilgrimages and know about these histories.

The religious tourism destinations are followed by traditional Grebeg Besar and Syawal festivals, where the Great Grebeg is celebrated once a year as a form of respect and gratitude for the ancestors' struggle. Meanwhile, Grebeg Syawal is an alms tradition held on the 7 day after Eid al-Fitr as a sign of gratitude for the sustenance provided by God to fishermen.

The Jembul Tulakan Festival is a part of the local culture in Jepara Regency. The Torch War Tradition, the Lomban Feast, the Baratan, the Kupa Lepet Tradition, the Buka Luwur Tradition, the Memedan Gadu Festival, the

Bridal Tradition of the Sultan Hadlirin's Luwur Cloth Tomb, and the Search for Queen Kalinyamat in Jepara Regency. Besides this, there are historic buildings in Jepara Regency that are historical tourist destinations that are visited from various domestic and foreign countries, namely: Fort Voc, which was built in the XVII century AD by Kalinyamat, Jepara Front Verandah or Jepara Regency Pendopo, which was built in 1750, Hian Thian Siang Tee Temple, World Peace Gong, Portuguese Fort, RA Kartini M, and RA Kartini M.

Traditional activities and existing traditional buildings are used to describe the Kudus Regency's local culture. The earth alms tradition, Syeh's Tomb, heritage buildings in the shape of places of worship, and Prince Puger's Tomb are among the traditions carried out by the local community. There are currently functional places of worship, such as Darut Taqwa Mosque, Hok Ling Bio Temple, and Japanese Village Mayor Mosque, as well as buildings that are protected because they are used as cultural heritage and cannot operate as places of worship, such as Langgar Bubrah.

The grouping and packaging of local culture, especially the cultural tourism of the regencies of Demak, Kudus and Jepara were analyzed based on a SWOT that led to the local culture of the cultural festival or the Central Java Fair (Jateng Fair) which is usually held in the capital city of Central Java, namely Semarang, which is held for almost a month. This festival offers a lot of media promotion booths for tourism, culture, and other sectors. The following are the results of a SWOT analysis of Demak Regency's local culture.

Table 2. SWOT analysis of local culture in Jepara Regency

Demak Regency Cultural Tourism	Strenght	Weakness
	Existence of the a unique local cultural potential Governance generally fairly good. HR Support The availability of crafts that can help in the development of cultural	Tourism destinations are under-promoted Inadequate infrastructure to reach some tourists destinations

	tourism	
Opportunity Government Assistance People still hold the belief History Private sector tourism development cooperation with local government The emergence of tourism community	Strategy (S0) Increasing the potential of local culture with cultural crafts, the role of local communities, and tourism-conscious communities Coordinate with the commercial sector and the government to increase the growth of local culture.	Strategy (WO) Improving tourist destination marketing with cooperation between the government, local communities, and other organizations
Threats There is also some local cultural tourism from other districts. There is a tourism development location that is prone to abrasion.	Strategy (ST) Maintaining the uniqueness of cultural tourism based on local wisdom and supported by local handmade products. Mitigation of cultural tourism along of the coast	Strategy (WT) Increase cultural tourism collaboration between the north coast region's regions/regencies. Improving the infrastructure of cultural tourism destinations

Table 3. SWOT analysis of local culture in Kudus Regency

Jepara Regency Cultural Tourism	Strenght	Weakness
	The development of a craft center that stimulate the development of cultural tourism The existence of an unique local culture	Cultural tourism governance is limited. Transportation Network very limited. a lack of increased and affordable human resources Tourism Promotion still in its initial stages.
Opportunity Government Assistance People still hold the belief History Private sector tourism development cooperation with local government	Strategy (S0) Increasing the potential of local culture with cultural crafts, the role of local communities and tourism-conscious communities Increase the potential of local culture by	Strategy (WO) Improving cultural tourism marketing Addition and improvement of human resources, especially cultural tourism with training and mentoring.

	collaborating with the private sector or government	
Threats Competition in the cultural tourism sector is increasingly competitive, especially local culture;	Strategy (ST) Maintaining the uniqueness of cultural tourism according to local wisdom that is supported from typical handmade products.	Strategy (WT) Increase cultural tourism cooperation between regions/regencies of the north coast region. Improving the infrastructure of cultural tourism sites.

Table 4. SWOT analysis of local culture in Demak Regency

Kudus Regency Cultural Tourism	Strenght The development of a craft center that stimulate the development of cultural tourism The existence of an unique local culture	Weakness There is no management of cultural tourism low quality and quantity of human resources Tourism promotion is still limited. The condition of facilities and infrastructure is not suffice.
Opportunity Local government assistance Local people who still believe in the past There is a tourism development cooperation with the local government and private sector Strategic location on North Beach	Strategy (S0) Increasing the potential of local culture with cultural crafts, the role of local communities and tourism conscious communities Increase the potential of local culture by collaborating with the private sector or government	Strategy (WO) Improving cultural tourism marketing Addition and improvement of human resources, especially cultural tourism with training and mentoring Improve management of cultural tourism
Threats Competition in the cultural tourism sector is increasingly competitive	Strategy (ST) Maintaining the uniqueness of cultural tourism according to local wisdom that is supported from typical	Strategy (WT) Increase cultural tourism cooperation between regions/regencies of the north coast region. Improving the infrastructure of

	handicraft products.	cultural tourism sites
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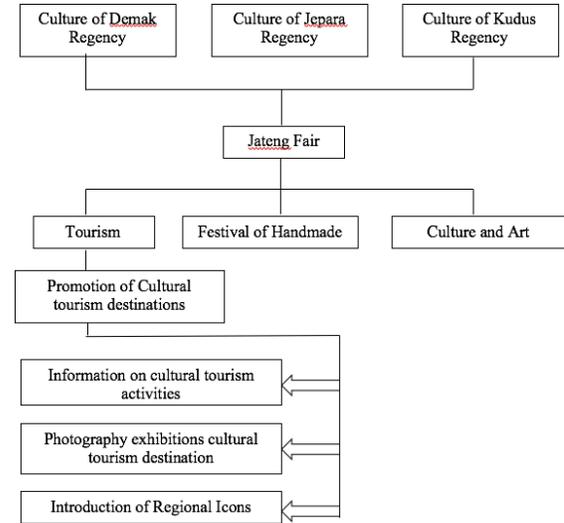


Figure 1. Local Culture Management Strategy

It can be used to develop and expose local cultural tourism destinations through the Central Java Fair. Promotional activities include providing information on local cultural tourism activities, organizing photography exhibitions of cultural tourism destinations, and introducing icons or aspects distinct to each regency area. A festival of handicraft items made by the culture of each region, such as rattan, wood, and weaving handicrafts from Jepara Regency, calligraphy craft from Demak Regency, and batik handicrafts from Kudus Regency, has been used to develop cultural tourism destinations. By providing and showing local specialties, this festival can help to develop local cultural products.

5. CONCLUSION

Indonesia is an archipelagic country with a high potential for tourism development, which has grown rapidly and has a great attraction for tourists, especially foreign tourists to Indonesia. Wealth and diversity are valuable assets in the tourism sector, especially in cultural tourism. The various potentials that Indonesia has

through culture and local wisdom are great prospects for inviting foreign tourists, so local government cooperation is urgently needed to preserve and develop cultural tourism and local culture. Local culture is based on cultural values of previous cultures who are still present, especially in the districts of Demak & Kudus.

The strategy for developing local cultural tourism is analyzed based on SWOT (strengths, weaknesses, opportunities, and threats) which include: (1) increasing the potential of local culture through collaboration with the private sector or government; (2) increasing the potential of local culture with cultural handicraft products and the role of tourism-aware communities and local communities; (3) improving infrastructure at cultural tourism locations; (3) improve the marketing strategy of tourist destinations through collaboration with the government, private sector and local communities; (4) increasing the cooperation of cultural tourism between regions or regencies located in the northern coastal area; (5) improve the quality and quantity of human resources by means of training and mentoring as well as services; (6) improve the management of cultural tourism management; (7) mitigation of cultural tourism located on the coast; (8) maintain the uniqueness of cultural tourism according to local wisdom supported by the local handicraft products. Local packaging strategies are carried out in the form of images of cultural festivals such as the Central Java Fair.

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