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ANALYSIS OF THE JALAWASTU AREA AS A SUSTAINABLE CULTURAL TOURISM

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ABSTRACT

Cultural tourism offers culture in the form of tourist objects that are tangible or concrete, intangible or abstract, as well as those that are living culture and cultural heritage. The potential of the Jalawastu Area has unique cultural values such as traditional ceremonial events and traditions that are still being maintained. This study aims to see the Jalawastu Area as a cultural tourism destination in Brebes Regency. The research method used is a descriptive method that aims to describe or describe phenomena or relationships between the phenomena being studied systematically, factually, and accurately (Kusmayadi, 2000). In addition, the descriptive method is a way of analyzing comprehensive data in the framework of explaining the conditions or characteristics of an area that occur as a particular consideration according to Densin. Based on the results of the analysis, the conclusion is that the development of the tourism heritage area of the Jalawastu Cultural Village has great potential as a cultural tourism destination, and the aspect of the analysis and culture that is owned by the existence of the Jalawastu Cultural Village has a unique architecture encourages the creation of a unique and distinctive domestic image. If the Jalawastu Cultural Village is developed with good management and planning, it will encourage the formation of a tourism heritage area with the main attraction being a tourist attraction for traditional ceremonies and traditional arts as historical and cultural tourism. The research recommendations include: on the product side, improving quality in the packaging of cultural and artificial products in the tourism heritage of the Jalawastu Cultural Village in an attractive tour package, adding supporting activities such as the tangible and tangible potential of Brebes Regency in the tourism area of the Jalawastu Cultural Village as a symbol To introduce the Brebes area as a whole to domestic and foreign tourists, the program is to innovate for the heritage tourism attractions of the Jalawastu Cultural Village to make it more attractive.

Keyword: *Jalawastu, Tourism Heritage, Cultural Village.*

I. INTRODUCTION

Cultural heritage tourism as a tourism product is a type of tourism that is caused by the attractiveness of an area's cultural arts. Cultural tourism is essentially a type of tourism that offers culture in the form of cultural attractions, both tangible or concrete, intangible or abstract, as well as living culture and cultural heritage, as the main attractions to attract tourist visits, in living culture, elements that can be used as an attraction include the traditions of a certain ethnic group, religious ceremonies and rituals, performing arts, and so on. Whereas in cultural heritage, the attractions offered can be in the form of historical and ancient relics, cultural landscapes, and so on.

One of the cultural heritage tourism potentials in the Central Java region is tourism in the Jalawastu Area, Ciseureuh Village, Ketanggungan District, Brebes Regency. The existence of the Jalawastu area has been around for hundreds of years. This type of cultural tourism object in the Jalawastu area is a residential condition that maintains cultural values from generation to generation. Cultural values in local wisdom that continue to live, such as building houses that maintain tradition, customary rules in the form of prohibitions on planting certain types of plants, prohibitions on developing certain types of livestock, language, historical stories, traditional ceremonies, customs, arts, and other traditional customs values. One of the traditions that are held every year is the Ngasa ceremony.

Because of the uniqueness of the cultural values possessed by the Jalawastu Area, the Brebes regency government through the Brebes Regency Tourism, Culture, Youth, and Sports Agency has pioneered it as a traditional and cultural village. The persistence of the Jalawastu people in maintaining and preserving the cultural customs of their ancestral heritage finally brought them to the national stage. The government of Brebes Regency, Central Java presents a performance of the traditional art of Ngasa which is usually held every Tuesday Kliwon by residents of Kampung Jalawastu at the Taman Mini Indonesia Indah (TMII) Jakarta Pavilion.

Various efforts to continue to develop the Jalawastu Area into a cultural heritage tourism destination are continuously being carried out by the local government through the Tourism and Culture Office, the City Spatial Planning Service, and the Brebes Regency Public Works Service. How to identify the potential and problems that exist in the Jalawastu Cultural Village, so that it

can be analyzed based on theory, so as to get the concept of developing the Jalawastu Cultural Village as a heritage tourism area.

II. LITERATURE REVIEW

Heritage tourism is usually referred to as cultural and heritage tourism or more specifically referred to as cultural and natural heritage tourism. Cultural tourism can be defined as special interest tourism that emphasizes the seeking and participation in new and deep cultural experiences from aesthetic, intellectual, emotional, and psychological aspects (Stebbins, 1996). Thus according to Stebbins (ibid), cultural tourism can include visits to museums, galleries, festivals, art performances, and historical sites including cultural heritage sites.

There are 5 principles that can be used in the development of cultural tourism, in this context cultural tourism is defined as someone who travels to see cultural authenticity (Cultural Tourism Strategy, 2010). Five principles for the development of cultural tourism are identified:

- Focus on authenticity and quality,
- Preserving and protecting local cultural values,
- Build greater experiences through partnerships,
- Engage all senses of the visitor through interaction and engagement with local culture,
- Make memories while visiting.

The characteristics of a sustainable cultural tourism village include the following criteria and indicators.

1. Attractions
Attractions are things that are prepared in advance so that tourists can see and enjoy them, which include dances, songs of traditional folk arts, traditional ceremonies, and others (Yoeti, 1997).
2. Exploiting the potential of local culture
The utilization of local cultural potential includes the preservation and management of local cultural potential that is in accordance with customary and cultural values as well as with an environmental perspective.
3. Facility
According to Gunn & Turgut (2002), facilities are service facilities and infrastructure to support tourism which will be able to meet the needs of tourists while traveling in a place.

4. **Accessibility and Transportation**
The components of accessibility and transportation which are characterized include the means and access to reach a tourist spot as well as what modes of transportation can be used to get to that place.
5. **Promotion**
Promotion criteria refer to the existence of promotional activities related to things that tourists need to know about the Jalawastu Cultural Village.
6. **Human Resources**
The criteria for human resources refer to the support and involvement of the community and existing local organizations and communities.
7. **Institutions and Policies**
Institutions and policies refer to the existence of institutional support from related government agencies as well as policy support in the development of sustainable cultural tourism villages.

III. METHODOLOGY

The research method used is descriptive method which aims to describe or describe phenomena or relationships between the phenomena being studied systematically, factually and accurately (Kusmayadi, 2000). In addition, the descriptive method is a way of analyzing comprehensive data in the framework of explaining the conditions or characteristics of an area that occur as a particular consideration according to Densin.

In this study, the analysis carried out on secondary data became a support for primary data analysis on field surveys and interviews. Primary data analysis is carried out to describe the condition of the study area, both problems and potentials so that factors can be found that can support tourism potential in this area.

IV. RESULT AND DISCUSSION

Principles of Development of the Heritage Tourism of the Jalawastu Cultural Village. There are 5 principles that can be used in the development of cultural tourism, in this context cultural tourism is defined as someone who travels to see cultural authenticity (Cultural Tourism Strategy, 2010). The five principles for the development of cultural tourism are identified as follows:

- **Focus on authenticity and quality**

In developing the Jalawastu Cultural Village as a tourist destination, stay focused on maintaining the authenticity of the area, which is the main attraction for the Jalawastu Cultural Village.

- **Preserving and protecting local cultural values**

In addition to focusing on the authenticity and quality of the Jalawastu Cultural Village, the development of the Jalawastu Cultural Village as a heritage tourism area must preserve and protect the local cultural values that exist in the Jalawastu Cultural Village, because these values are characteristic of the Cultural Village and the Jalawastu community. , such as preserving local traditions and cultural values, where when entering this area it is prohibited to wear leather goods such as jackets, shoes, wallets and belts. Operators will ask visitors to remove the leather goods and store them until they return home.

- **Build greater experiences through partnerships**

The development of heritage tourism in the Jalawastu Cultural Village requires the involvement of several partnerships, because with a partnership between the government and the private sector and local communities in developing development it can create sustainable tourism. Partnership frameworks that ensure equal involvement of citizens with other stakeholders must also be balanced with the ability of the community to manage the forms of tourism to be developed to suit the vision and character of the local community. The partnership relationship in developing the Jalawastu Cultural Village will lead to experiences, such as growing a spirit to preserve local wisdom, interacting with the life of the local community, etc.

- **Engage all senses of the visitor through interaction and engagement with local community culture**

In the Jalawastu Cultural Village, visitors can engage with the customs of the local community, such as obeying all the prohibitions in Jalawastu Village (it is prohibited to wear leather goods when entering the Jalawastu Cultural Village), participate in carrying out the traditions of the Jalawastu Cultural Village community, for example in traditional ceremonies (Ngasa ceremony), traditional arts and dances of the Jalawastu Cultural Village, and participate in

understanding the process of making salted eggs, Rebana Kaliwadas, malahayu ceramics, making fried onions and others.

- **Make memories while visiting**

Making memories while visiting here is meant, where visitors can give an impression that makes the local community happy and has a positive value towards the tourism area of the Jalawastu Cultural village, such as by maintaining local wisdom in the Jalawastu Cultural village, and respecting existing cultural values, or participate in their habits of life which can create a family impression between local people and visitors.

Analysis of Sustainable Jalawastu Cultural Village Tourism Heritage Development includes:

1. **Attraction:** Jalawastu Cultural Village has several attractions that utilize and uphold local culture which includes regional arts (centong war performances, Hoe Gelo, etc.), cultural events and traditional ceremonies that are held annually (Ngasa, tundan, cakooan, babarit, Tong-tong bring, Ngaguyang Kuwu, etc.), cultural products (typical houses of the Jalawastu community, Gedong Segara site, Hindu Batara Windu Buwana statues, Guriang Buntutan, statues of the sun, moon and stars, as well as ancient goods in the form of 2 gongs, machetes with a sharp inside, kudi crancang, kentungan, iron kettle, small copper cauldron, ordinary machete, cis (a stick with a scissors and an iron bat used as a bell beater), a spear without a stick, a copper bell, an iron bell tied with a chain, jars, pots from China and jars for storing statues and palm leaves, etc.)
2. **Utilization of Local Cultural Potential:** There is preservation and management of local cultural potential both intangible (regional arts) and tangible (cultural products, special culinary delights, etc.) in Jalawastu through art and cultural studios and several restaurants/food stalls in the sub-district center and the village center. There is a regional art training held every week in Jalawastu. The development of the heritage tourism of the Jalawastu Cultural Village is in accordance with the customary values and culture of Jalawastu. The people of Jalawastu Cultural Village have realized that in the development of this tourist village, they must not damage the environment.
3. **Accessibility/Transportation:** The location of Jalawastu Cultural Village is quite easily accessible to tourists and tourists can reach

Jalawastu by using private vehicles, or using public transportation.

4. **Promotion:** To recognize the Jalawastu Cultural Village the need for promotion by both the government and management. Until now, the Brebes Regency government has introduced the culture of the Jalawastu village through an archipelago cultural parade held in Jakarta, precisely at Taman Mini Indonesia Indah (TMII). This promotion is a form of concern for the local government in developing and promoting the cultural potential of the Brebes Regency.
5. **Human Resources:** The Jalawastu people have the willingness and awareness to develop their village to become a heritage tourism village. There has been community involvement in the development of the Jalawastu Cultural Tourism Village by the community itself and the government, either directly or indirectly. The interaction and coordination between the community and the government is quite good, although currently the role of the government is still lacking.
6. **Institutions and Policies:** Until now the Brebes Regency government has assigned the Brebes Tourism Office to examine and study the potentials in the Jalawastu area, this is marked by the existence of the Brebes City Heritage Action Plan document which discusses the Jalawastu Area as a heritage tourism. In addition, the Jalawastu Area has received assistance from the Ministry of Education and Culture to develop its potential so that this is a strong signal to developing the Jalawastu area as heritage tourism in Brebes Regency.

V. CONCLUSION AND RECOMENDATION

Based on the results of the analysis, the conclusion is that the development of the heritage tourism area of the Jalawastu Cultural Village has great potential as a cultural tourism destination, and the historical and cultural aspects of the existence of the Jalawastu Cultural Village have a unique architecture that encourages the creation of a unique and distinctive domestic image. If the Jalawastu Cultural Village is developed with good management and management planning, it will encourage the formation of a heritage tourism area with the main attraction being a tourist attraction for traditional ceremonies and traditional arts as historical and cultural tourism.

The recommendations for this study include:

- a. On the product side, improving the quality in packaging cultural and artificial attraction products in the heritage tourism of the Jalawastu Cultural Village in an attractive tour package.
- b. The addition of supporting attractions such as the intangible and tangible potential of Brebes district in the tourist area of the Jalawastu Cultural Village as a symbol to introduce the City of Brebes as a whole to domestic and foreign tourists.
- c. There is a program to innovate for the heritage tourism attraction of the Jalawastu Cultural Village to make it more attractive.

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