

Research article

Nusantara Heritage Website Development to Promote Malang Cultural Tourism

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Abstract.

Topeng Panji is an iconic mask that can be found in the Panji Museum, Topeng village and in the Malang mask dance performance. With support from the Panji Topeng Ballet in Malang, it is time for the international community to learn about this Panji mask tourism village. However, there is a lack of promotional resources regarding this tourism village. The Panji mask tourism needs to be further developed to be worthy of becoming an international standard tour. This research was conducted to support the growth of the tourism sector with the aim of increasing the local economy. The Borg and Gall development model was used. An innovative Nusantara Heritage website was produced which should increase interest in visiting the tourism village by both local and foreign tourists.

Keywords: website, Nusantara Heritage, tourism, culture, Malang mask

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1. Introduction

The culture of the archipelago stretches from Indonesia to several countries around Indonesia. Nusantara was first coined in 1275 by King Singasari named Kertanegara with the concept of Cakrawala Mandala Dwipantara which in Sanskrit means Islands Between. This research focuses on the development of traditional culture-based tourism, where researchers take the object of research on Malang masks to develop the media for the advancement of tourism.

Masks have different roles and functions in each region and country, because they have different customs and beliefs. The differences, among others, are masks functioned as embodiments, worship, grave provisions, dance clothing equipment, and others. In the concept of Arupadhatu [1] in the profane field, masks are not the embodiment

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of ancestral spirits or as a means of worship, but are depictions of the faces of story characters such as Panji who are well known in folklore.

In the current era, many traditional masks of high historical value are stored in museums as a source of learning and information about the journey of masks that have contributed to the history and cultural roots of a nation. In Indonesia, especially in Malang, East Java, there are Malang masks. This mask is an icon of Malang that tells the story of Panji. For the Javanese people, the Panji story is not just a literary work but has become a Panji Culture, which is a concept of awareness of the culture of local wisdom with the Panji character values, namely simplicity, self-confidence, populist and cannot be separated from the goal [2]. In Panji Culture, the ethos or view of life can be seen through Panji Stories [3]. The Panji Museum itself is located in the village of Tumpang and houses a large collection of historical masks, besides that there is also the Kampung Mask located in the village of Tlogowaru, as well as the Malangan Mask dance performance in the village of Kedungmonggo which is staged once a week. The location and the mask show are a source of learning and tourism for both teenagers, adults and researchers who visit there.

With the existence of a complete learning resource from Sendatari Topeng Panji in Malang, it is time for the international community to know about the existence of this Panji Mask Tourism Village, many researchers both from within and outside the country have come to this Tourism Village to research Panji Masks, but to preserve assets In this culture, all levels of society with various backgrounds should come and study the Panji Culture, because there is a lot of character education that can be used as a way of life. However, the problem in the field is the lack of publication of this Panji Mask Tourism Village package, according to the results of observations and interviews with the Village Pamong and tourism managers, the problem is due to the incompleteness of tourist facilities and learning media, so it is just like an ordinary family tourism vehicle and not feasible. to become an international tourist.

This research aims to support the growth of the tourism sector which has the impact of increasing the economy of the surrounding community because in terms of tourism assets the Panji Mask which is one of Indonesia's iconic masks should be ready to be formed into an international tourist village. Researchers developed a traditional cultural tourism website called NUSANTARA HERITAGE which is a platform to obtain information about Malang Mask tourism.

2. Method

The development method in this study follows the Borg & Gall development model. The reason for choosing the Borg and Gall development model is because the steps in this research are in accordance with the available time, funding and in accordance with the development concept that will be carried out by the researcher. Nana Syaodih Sukmadinata [4] explained that the Borg and Gall development model contained ten steps for implementing research and development strategies. In this research, it is simplified into 7 steps considering the limited time of the study so that it can be described as follows:

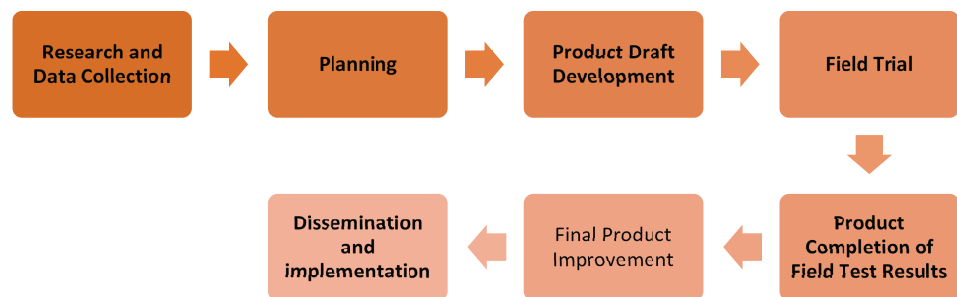


Figure 1: Borg and Gall Development Model.

3. Findings and Discussion

This website is named NUSANTARA HERITAGE with the page address <https://nusantaraheritage.org/>. The first page of this website has a logo that depicts a combination of Malang Mask and Malaysian Kahar Houses surrounded by the words, NUSANTARA HERITAGE, INDONESIA MALAYSIA COLABORATION. This icon shows that this website is a product of cooperation between the two countries, while the colors used are dark green and light shark to describe the house, red and yellow to describe the mask, and black in the writing, these colors are the basic colors of Malang Mask and Rumah Kahar, besides that the color selection on the logo takes into account the ease of applying the logo to the product. To design an effective logo, there are four important things to consider: (1). Layout that opens the possibility of unlimited utilization, (2). The displayed size should look beautiful and clear both when displayed in full screen, as a thumbnail or when only displayed as a small icon, (3) Shading of a logo must be clearly visible on a color background or when displayed transparently, (4). Simplicity can reflect one of the requirements for an effective logo [5]

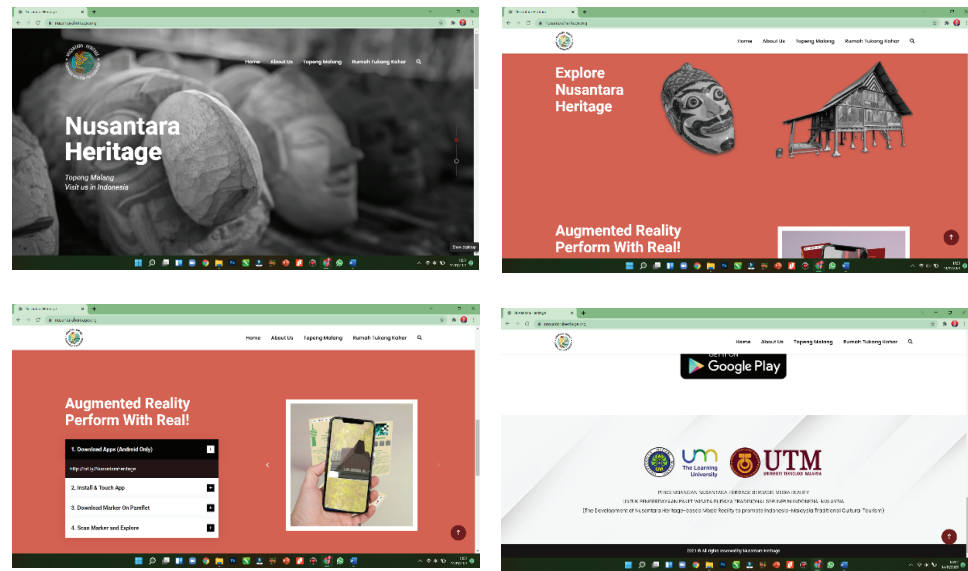


Figure 2: Display of the Homepage of the Nusantara Heritage Website.

In addition to the logo, the main display of the front page at the top contains the title of the website and subtitles with a background image of Malang Mask in black and white, this color was chosen so that the point of interest is more focused on the title and the display of the page below, where there is an icon that leads to the main information, on the next page there is the Malang Mask icon and the Malaysian Kahar House, where this icon when clicked will lead to the main information. This research only focuses on the mask of grass, because Rumah Kahar will be discussed in detail by Universiti Teknologi Malaysia.

On the page below, there is an image of a cellphone that is scanned in the pamphlet, where the information is a guide for tourists to download pamphlets and Augmented Reality applications that can be used as information that complements the material on the website. Azuma [6] defines Augmented Reality (AR) as an extension of the user's perception of virtual information. Augmented Reality has three main characteristics, namely: (1). Combining real with virtual elements, (2). Be Interactive in realtime and, (3). Integration in 3D format. Meanwhile, [7] argues Augmented Reality (AR) is a term used for various related technologies that aim to integrate data and virtual media content directly in real time.

At the bottom of the front page, there is the identity of the State University of Malang and Universiti Teknologi Malaysia as company profiles, so that visiting tourists know that this website was created in collaboration with two universities. According to [8], the main function of a company profile is as a medium of communication and delivery of information about a company to the intended parties, including: as a representation of

the company, as a marketing tool, as a complement to offers, as branding material, as a prerequisite for accessing the world of banking (grants, loans), as a complete material for tenders, as publication material in sponsorship events. as a personal gift for special customers.

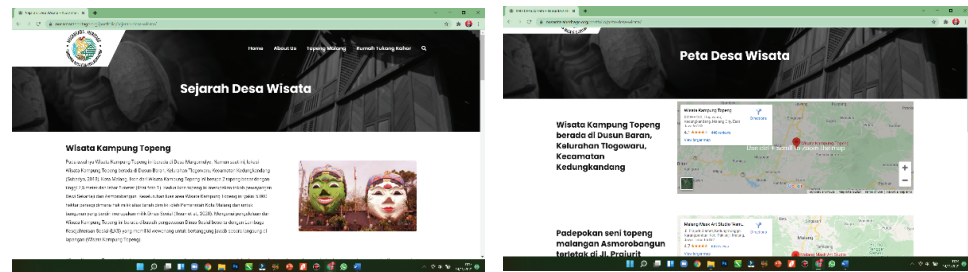


Figure 3: Display of the Homepage of the Nusantara Heritage Website.

After clicking on the Malang Mask icon image, boxes will appear containing photos of tourist attractions, there are writings that show parts of information, including: History of Tourism Villages, Map of Tourism Villages, Access to Tourism Villages, Tourist Attractions , Culinary and Souvenirs, where when clicked on the image more detailed information will appear as shown below:

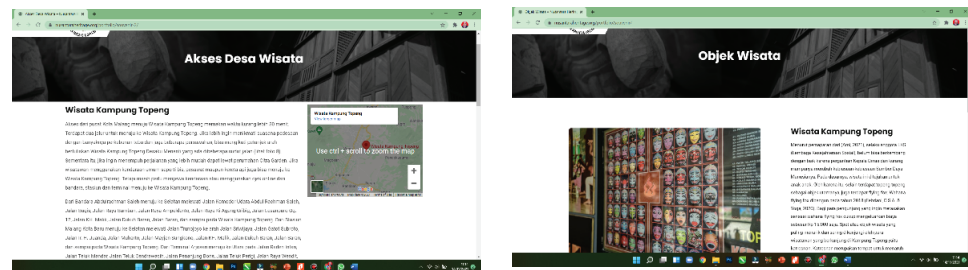


Figure 4: Display of the Main Information Page of Malang Mask Tourism.

4. Conclusions and Suggestions

NUSANTARA HERITAGE is a tourism website, especially Malang Mask traditional art tourism, where the information contained in it is very helpful for tourists when visiting, there is information about Tourism Village History, Tourism Village Maps, Tourism Village Access, Tourism Objects, Culinary and Souvenirs that will become Travel guide. The author thanks the Institute for Research and Community Service (LP2M) State University of Malang which has provided financial support for PNPB 2021 Research and Service and moral support, so that this research and writing can be completed properly.

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