

Conference Paper

Tourism Development Based on Local Culture in Segaran Village, Karawang, West Java

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Abstract

Indonesia is rich in regional cultural arts, a legacy of past history that has enough potential to develop into tourism area. Tourism can be relied on to improve the welfare and national development. Segaran village has many temples, the two biggest are The Jiwa Temple and The Blandongan Temple. Both have the potential, which is the natural beauty and the history behind it. However, the temples that are supposed to bring in both local and foreign tourists like other heritage sites in Indonesia should be able to improve the economy in the region itself. While Segaran Village is still far from that, it still needs development, especially at supporting facilities such as homestay, restaurants and souvenir's shops. Based on this, the researchers intend to map the tourist attraction typology in order to develop the potential in village. It is a qualitative research done to find out what things can be developed, how the development works, and what are the obstacles in the development process. Based on the result, it was found that in Segaran Village, especially Jiwa Temple and Blandongan Temple, didn't have enough supporting facilities for visitors, so many visitors who just came to see it did not enjoy the tourist attractions. Supporting facilities that need to be developed include homestays, children's playgrounds, restaurants, and souvenirs. Segaran Village's position currently still ate the first of development. So that the current potential if it is not followed up with good development strategies will decrease the potential.

Keywords: tourism developing, local culture, Segaran Village

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1. Introduction

Indonesia has a large area that is supported by a variety of natural resources that have the potential to be processed / developed and utilized. In addition, Indonesia also rich in regional cultural arts, past historical heritage that is quite potential to be well developed into a tourism area. Tourism can be relied on to improve community welfare and national development (Yoeti, 2008). UU no. 10 of 2009 in the fourth article describes the purpose of tourism in Indonesia is to: Increase economic growth; Increase community welfare; Eradicate poverty; Overcoming unemployment; Preserve nature, environment

and resources; Promote culture; Raising the image of the nation; Grow a sense of love for the homeland; Strengthening national identity and unity; and Strengthen friendship between countries.

Karawang as one of the cities on the north coast of West Java for many years has been known as a national rice barn, but in fact the achievements of this city are not merely rice producers. In its development it turns out that Karawang also has a huge potential for archaeological resources from prehistoric times, classics to the time of Islam's growth and development in West Java. Two temple sites from the classical period namely Batujaya and Cibuaya, to date have at least 30 locations which are thought to be temple buildings from the time of the Tarumanagara Kingdom to Sunda (Agustijanto, 2006). Batujaya, especially the Jiwa Temple and Blandongan Temple, are two famous temples in the area that have a large attraction so that every year there is an increase in the number of tourists. A very high increase in the number of visitors occurred during the Waisak holiday, especially in the restored Soul temple. On the Vesak holiday, Buddhists use the Jiwa temple in celebration and worship. The potential that exists in the Batujaya region is very high, also supported by its strategic location not far from the Capital, making this area quickly known by the general public from all walks of life, both locally and nationally. Batujaya temple attractions have the potential to be developed. This can be seen through the beauty of its natural panorama. However, this potential is still lacking supported by facilities and infrastructure that support tourism fields such as hotels, restaurants, and centers of folk crafts.

Therefore it is necessary to develop tourism in the village of Batujaya Karawang by mapping the region and tourism potential as a basis for determining the development strategy of the Tourism Village. The development of tourism is a form of preservation of Temple, introducing one of the cultural heritage in Indonesia, and increasing the number of visitors / tourists in the area so that it has an impact on improving the economy and the welfare of the surrounding community. The problems identified are: (1) What is the condition of the area in the Batujaya Temple area? (2) What is the potential that can be developed to support tourism in the Batujaya temple area? (3) How far has the development of Batu Jaya village been to become a tourist village? The general objective of this research is to develop tourism in the Batujaya Temple Area to increase tourist attraction in one of Indonesia's cultural heritage, Candi Jiwa and Blandongan, so as to improve the welfare of the community in the village of Batujaya, West Karawang. While the specific purpose is to get a picture of the situation of Batujaya village, such as the economic, social, cultural and tourism conditions.

2. Methods and Equipment

2.1. Methods

This research will be conducted in Batu Jaya Village, which is a location that has a tourist attraction. The study will last for 4 months, from August to November 2018. The research will be conducted for five years with different types and objectives of research in each year. In the first year the researcher used the qualitative method, which is a research that prioritizes the depth of information obtained because the results of the study not only get the data or not, there or not, right or wrong. However, with qualitative research researchers investigate, find, describe and explain what cannot be explained, measured or illustrated through quantitative methods (Saryono, 2010).

The subjects are all residents in Batu Jaya Village. The number of subjects is unknown because it uses the Accidental Sampling technique, which determines the number of research samples according to the needs of researchers. The method used by researchers to assist in collecting data is observation and in-depth interviews. The instrument in qualitative research is the researcher himself. Researchers are tools to collect data. But as a tool, researchers use observation sheets and interview guidelines so that the information obtained is focused and complete in accordance with what is needed. In analyzing the data will be done using the method presented by Miles & Huberman in Afrizal (2014) that there are three stages, namely data codification, data presentation and conclusion drawing / verification.

3. Result

This research was carried out in Segaran Village, Batujaya Regency, Karawang, West Java. In the village of Segaran there is a temple complex which from 1984 - 2000 was discovered by a team of archaeologists from the Faculty of Cultural Sciences, University of Indonesia. The Batujaya Temple complex is estimated to be spread over an area of 5 square kilometers, which includes two villages in two sub-districts, Telagajaya Village, Pakisjaya District and Segaran Village, Batujaya District, Karawang District, West Java Province. Where in the Candi Batujaya complex is also filled with rice fields and residential housing. There are about 24 sites in Tegaljaya Village and Segaran Village, but there are two temples that are still intact, namely the Jiwa Temple and Blandongan Temple. The Soul Temple was evacuated starting in 1997. This temple is square and measures 19 x 19 meters. While having a height of about 4.7 meters. It is estimated that

this temple faces to the southeast or it can also be toward the southwest because there is no door in the temple area of the Jiwa Temple.

These two intact temples have been restored and cared for by the local government and local residents so that they become a tourist attraction by people around, schools and researchers from both universities and individuals.

3.1. Analysis of the first position of tourist attraction development

Tourist characteristics based on demographic indications of tourists who come are mostly students and families with junior high school education level - S1. While based on the work, most migrants work as students and are followed by tourists in the profession as private employees and traders. The income level of most tourists visiting is < Rp. 1,000,000, the second largest is a tourist with an income level of Rp. 1,000,000 - Rp. 2,000,000.

Based on the results of geographical indication analysis can be known the origin of tourists who visit most of the city of Karawang, in addition to the most visits also from tourists outside the city but still in West Java Province. Based on the purpose of the visit, it was found that visitors did not only come for vacation, but also came from schools for study tours and universities for study tours and research. This proves that tourist attraction in Segaran Village is not only a tourist attraction that is only visited by local residents, but also visited by tourists from out of town even though it is still in one Province, West Java is good for vacation, study tour, or for research.

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This proves that tourist attraction in Segaran Batu Jaya Village is not only a tourist attraction that is only visited by local residents, but also visited by tourists from out of town even though it is still in one Province, West Java is good for vacation, study tour, or for research. An indication analysis of tourism products is divided into 4 categories, namely travel, transportation, length of visit, lodging and the origin of the information obtained. The results of indications of tourism product indications show several things, namely the pattern of the most visited is done with friends, all average visitors come

using private transportation or rent because it is quite difficult to get public transportation to tourist attractions in Segaran Village, Candi Jiwa and Blandongan Temple. The most visiting time for most tourists is 3-4 hours, in addition there are also those who visit for 5-6 hours for elementary school students and a few days for research purposes.

Information on tourist attraction of the Soul Temple and Blandongan Temple in Segaran Village is obtained from friends, schools, universities and families. No one gets information about tourist objects from brochures or leaflets and other promotional media. Tourist segmentation based on psychographic indications is determined from several indicators, one of which is the attraction of the tourist area. All tourists visiting Segaran Village were attracted to the Jiwa Temple and Blandongan Temple and no one was interested in nature and regional souvenirs or souvenirs. The biggest motivation of visitors is to see the Soul Temple and Blandongan Temple. There are seven places to eat at tourist sites, but only around 2-3 are open and some are closed or only stalls sell drinking water and snacks. The reason given by the seller is that the tourist location is not crowded. There is no marketing place to eat, visitors are looking for themselves.

There are several souvenirs that are commonly sold at tourist sites, such as t-shirts, key chains, and hats. The price range of souvenirs is Rp.5,000 - Rp.35,000. Souvenir products not marketed using any media are only displayed on tables near tourist attractions. Based on the exposure of several residents of Segaran Village, it can be concluded that the tourist sites of the Jiwa Temple and Blandongan Temple in the tourist villages are good enough to be used as tourist villages, but need a lot of good repairs to the building, as well as supporting facilities such as homestays and others.

4. Discussion

Based on the history of Segaran Village tourism development, the main problems that exist in tourist attraction in Segaran Village are as follows:

- Tourist attractions do not exist, such as children's playgrounds
- There is no souvenir variety that can be sold as a memento as well as a promotional tool
- There is no place to stay
- Food sellers are rarely found
- No place to sell souvenirs
- There are no media tools to help promote

5. Conclusion

Segaran village has considerable tourism potential to improve the economy of the people. With its current position, Segaran Village still needs improvement, especially supporting facilities, such as holding temporary residences, places to eat, souvenirs and souvenirs. Based on this, using the method researchers want to know what things can be developed, so far where is the development, and what are the obstacles in the development process. Based on the results of the study, it was found that in Segaran village, especially the location of the Soul Temple and Blandongan Temple did not have enough supporting facilities for visitors, so that many visitors who just came to see it, did not enjoy the tourist attractions. Supporting facilities that need to be developed include homestays, children's playgrounds, eating places, souvenirs and souvenirs. Segaran Village is currently in the initial position of development. So that the current potential if it is not followed up with good development strategies will have the potential to decrease.

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