Tourism Attraction Development Strategy of Banten Lama as Religious Tourism in Serang City

by Angela Ariani

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Abstract: This study aims to determine the strategy for the development of Religious Tourism in Banten Lama, the method of collecting the data is mostly based on observations and interviews of the attractiveness and tourism development section of the Youth and Sports Tourism Office of Serang City, administrators and managers of the Banten Grand Mosque and tourists. The type of this research is descriptive qualitative research that describes social phenomena without any comparisons and hypotheses but rather the results of interviews with stakeholders, such as Government, Managers and Tourists. The results of the study stated that the development of Banten Lama religious tourism was not optimal enough, including the absence of permanent management from the government for the management of the religious tourism attraction of Banten Lama, the level of awareness and concern of the community around the area was little towards the maintenance, development and management of religious tourism in Banten Lama. Thus, the researcher concludes that especially the Youth and Sports Tourism Office to increase the cooperation with related parties regarding the development of religious tourism in Banten Lama, and immediately determine the management of Banten Lama so that the progress of tourism attraction development of Banten Lama is more optimal.

Keyword: Banten Lama; development; religious tourism; strategy

RESEARCH BACKGROUND

The development of tourist areas or tourist destinations is now a development priority in order to bring back tourists who have visited and attract more tourists who have not visited. In essence, tourism relies on the uniqueness, distinctiveness, and authenticity of nature and culture that exist in a regional community. This nature is a basic concept in tourism development, especially in Indonesia, so tourism development must prioritize balance (Ridwan, 2012: 15), namely: 1) Human relations with God Almighty; 2) Relationships between humans and the environment. Humans; and 3) Human relations with society and humans with the natural environment in the form of natural and geographical resources.

One of the tourism potentials that is currently developing is religious tourism or better known as pilgrimage tourism. The pilgrimage tradition is mainly carried out for ancestors, parents or loved family members. The purpose of the pilgrimage is to commemorate the greatness of God, and to offer a prayer so that the spirits of the graves are accepted by God. Serang City is one of the cities in Banten Province, which has various tourism attractions consisting of water

attractions, recreational attractions, cultural and religious tourism attractions, historical, and cultural heritage tourism attractions.

The Great Mosque of Banten was designated as a cultural heritage protected by the government after the departure of the previous Banten Kingdom as stated in the decree of stipulation NO SK: 139/M/1998, June 16, 1998, the type of cultural heritage in the form of historical buildings. This research is focused on the Great Mosque of Banten Lama, which became the first mosque and religious tourism in Serang City. This mosque was first built by Sultan Sultan Maulana Hasanuddin located in the Banten Palace Complex. The Great Mosque of Banten Lama has a characteristic in the form of the building, which is a combination of Javanese, Chinese and Dutch Hindu acculturation. These three cultural acculturation are found in every curve of the building at the Great Mosque of Banten Lama. Based on the explanation above, the researcher is interested in examining a research title regarding " attraction development strategy of Banten Lama tourism as religious tourism in Serang City".

REVIEW OF RELATED LITERATURE

Strategy

The term strategy comes from the Greek strategy (Stratos: military, and ag: leader), which means the art or science of becoming a general, where the general is needed to lead an army in order to win the war. Strategy is the best way to achieve specific goals. According to the Big Indonesian Dictionary, strategy is the science and art of using the nation's resources to carry out certain policies in a peaceful and peaceful way.

Strategy is an action potential that requires top management decisions and a large amount of company resources. In addition, strategy affects the long-term development of the company, usually for the next five years, and is therefore future-oriented. Strategy has multifunctional or multidivisional consequences and needs to consider both external and internal factors faced by the company (David, 2010:21).

Tourism Destination Development

Tourism development has the character of multi-sectoral activities, in carrying out tourism development, it must be planned in an integrated manner with considerations of economic, social, cultural, physical and political aspects of the environment. (Prayogi, 2011:66). Meanwhile, Sugiyono's opinion (2011: 407), regarding research and development is a method used to obtain a certain product result, as well as to test the effectiveness of the product.

According to Santoso in Kurniawan (2015), the elements of tourism development include attractions, transportation, accommodation, service facilities, infrastructure and tourist attractions.

Tourist attraction

Tourist attraction is actually another word for tourist object, but the word object is no longer relevant to refer a tourist destination, so the word "tourist attraction" is used according to Indonesian government regulations in 2009. Based on the Law of the Republic of Indonesia no. 10 of 2009 concerning Tourism Chapter 1 Article 1 Paragraph 5, tourist attraction is explained as anything that has uniqueness, convenience, and value in the form of a diversity of natural, cultural, and man-made wealth which is the target or visit of tourists.

Tourist attractions (tourism attractions) are things that are found in tourist destinations and can

attract visitors to come to that place for a tour. Tourist attractions can be in the form of art performances, culture, history, traditions, adventurous activities, pilgrimages, and irregular events. To be able to attract tourists, a tourist destination, apart from having tourist attractions, must have three (3) requirements to increase its attractiveness, namely:

1. Something to see

2. Something to do

3. Something to buy

These three conditions are elements for publicizing tourism because a tourist who comes to a tourist destination has the aim of obtaining benefits or benefits and satisfaction. According to Muljadi and Warman (in Nurdin, 2015: 18), A tourist attraction business is a business whose activities are managing natural attractions, cultural attractions, and man-made attractions. Tourist attraction is a major aspect in tourism that will be sold in order to provide satisfaction to tourists or visitors and needs to be equipped with the required facilities.

Tourist attraction is a very important component because tourist attraction is the main factor why a tourist visits a tourist destination. so that it becomes the target or destination of tourist visits (Sunaryo, 2013: 101).

Religious Tourism

In general, religious tourism is a type of tourism product that is closely related to religion or religion embraced by humans. Religious tourism is defined as a tourist activity to a place that has special meaning for religious people, usually in the form of places of worship, tombs of scholars or ancient sites that have advantages, for example, in terms of history, myths and legends or culture. The motive of religious tourism is to fill spare time, to have fun, to relax, to study and to carry out religious activities to convey Islam. In addition, all these activities can provide benefits for the perpetrators, both physically and psychologically, both temporarily and in the long term (Chaliq, 2011: 59).

Indonesia itself has a diversity of religions. Various religions exist in Indonesia, and this is what causes religious places to be used as tours for tourists. Religious tourism is often associated with religion, history, customs and beliefs of people or groups in society, one of which is pilgrimage tourism. Carried out by individuals or groups to holy places, to the tombs of great people or leaders who are exalted, to hills or mountains that are considered sacred, burial places of figures or leaders as magical human beings full of legends. This pilgrimage tour is often associated with the intention or desire of the tourist to gain blessing, inner strength, firmness of faith and not infrequently also for the purpose of obtaining blessings and abundant wealth.

RESEARCH METHOD

This research is qualitative research. The data collection techniques in this study were observation, interviews, and documentation and literature study. Data analysis were carried out by triangulation, qualitative inductive data analysis and qualitative research results emphasized meaning rather than generalization (Sugiyono, 2011: 9). This research was conducted at the Banten Grand Mosque Complex RT/RW 001/011, Banten, Kec. Kasemen, Serang City, Banten. The researchers are interested in choosing this location because it was the only main tourist attraction in Serang City. The sampling technique in this research was

purposive sampling. The primary data in this study were obtained through the Department of Youth and Sports Tourism, Serang City, the administrators of the graves and the great mosque of Banten as well as visiting tourists. Furthermore, secondary data were obtained through the media gained from literature and books. The analytical method used in this research was SWOT analysis: strengths, weaknesses, opportunities, threats, where the analysis identifies various factors systematically to formulate strategies. This analysis was based on the logic that can maximize strengths and opportunities but at the same time minimize weaknesses and threats.

RESULT AND DISCUSSION

Building Remains of Banten Kingdom

The heritage in the form of historical buildings inherited from the Sunda Kingdom with a Hindu pattern owned by Serang City can be a potential for educational and religious tourism considering that this royal building was formerly known as the Islamic kingdom that ruled in the western part of the island of Java, so this history and heritage can be used as tourism potential of special interest in order to attract local and foreign tourists to visit Banten. Banten Lama itself is in Kasemen District, Serang City. The Banten Lama area itself has a variety of tourist destinations, such as the Great Mosque of Banten as the center or main destination in the Banten Lama Region, besides that there is also the Surosowan Palace which is not far from the Great Mosque, but the condition of the Surosowan Palace is now only a pile of bricks and coral. which forms a wall that is approximately 1.5 meters high and until now it is not yet known for sure the shape of the Surosowan Palace in ancient times. Banten Lama is one of the leading cultural tourism areas in Serang City. The distance is about 10 km from the capital city of Banten province. In 1526 the center of the kingdom was moved from Banten Girang to Banten Lama, precisely on October 8, 1526. This date was later designated as the anniversary. of Serang Regency before Serang City was formed. From the historical evidence left behind, it is revealed that the area of Banten Lama, whose development is now slow, was once an international port city of a prosperous Islamic empire and was visited by foreign traders from various countries. The location of the Banten Lama area is divided into two areas, Serang Regency and Serang City, for the central area or the main destination for the Banten Lama area, which is in the Serang City area. The Great Mosque of Banten which is the center or the main destination for tourists visiting the Old Banten area. Currently, Banten Lama has undergone significant changes in recent years so that the local government revitalizes the Banten Lama area, especially the Banten Grand Mosque, the Serang City government does not fully hold the management of Banten Lama, especially the Banten Grand Mosque, so, for now, the management The Great Mosque of Banten which is located in the Banten Lama area is managed by several parties so that there is no permanent management who takes care of the Great Mosque of Banten Lama.

Religious tourism attraction of Banten Lama mosque

Tourist attraction is described as everything that has uniqueness, beauty, and value in the form of a diversity of natural, cultural and man-made wealth that is the target of tourist visits (Sunaryo Bambang, 2013: 101). These attractions include:

1. Unique

   The tourist attraction of Banten Lama has a uniqueness that is different from other tours in Serang City. The uniqueness of Banten religious tourism can be seen from the shape of the building owned by the Great Mosque. From the narrative of the attraction and tourism

development section of the Serang City Youth and Sports Tourism Office, it can be seen that the uniqueness of the main attraction is in religious tourism, namely the Great Mosque and the tomb of the Sultanate of Banten. In addition, tourists also feel that the building of the Great Mosque and the Tomb of the Sultanate of Banten is unique in terms of architecture where if you want to enter the mosque you have to bow your head because the entrance to the mosque is low.

From the data above, it can be concluded that the uniqueness of Banten Lama's tourist attraction is in the shape of the building where the building was built by Chinese architecture by combining elements of Javanese, Chinese and European Hindu culture so that it can be seen from several forms such as on the roof of the mosque and the entrance of the mosque. Here is a picture of the Banten Sultanate Mosque:
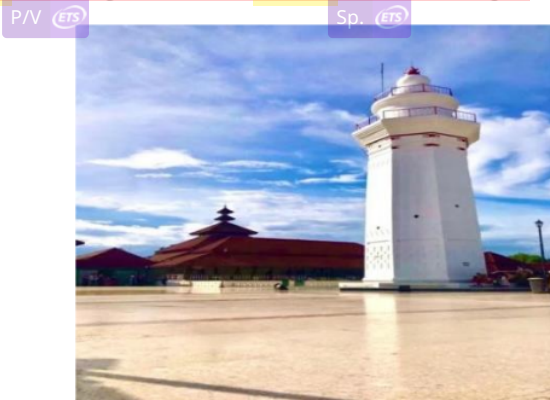

Figure 1 Banten Grand Mosque Tower
Source: Personal Documentation, 2021

2. Beauty

Beauty is an environmental condition of a tourist destination or tourist area that reflects a beautiful and attractive condition that will give a sense of awe and a deep impression for visiting tourists. The section on the development of attractiveness and tourism in the City of Serang said that the beauty of the Great Mosque of Banten could be seen from the magnificent umbrella in the courtyard of the mosque so that many tourists take pictures, while the background is the lighthouse in front of the mosque. Besides that, the mosque management also said that the courtyard that had been covered with marble made the mosque courtyard comfortable and made visitors feel comfortable and feel at home for a long. From the data above, it can be concluded that the beauty that exists in the tourist attraction of Banten Lama is due to clean environmental conditions and maintained tourist attractions so that tourists are comfortable to return to visit Banten Lama.

3. Diversity

Diversity in question is an attraction that has value, whether it is in the form of natural wealth, culture or man-made products. Banten Lama itself has cultural diversity, it can be seen from the history of the establishment of the Banten kingdom as well as the evidence in the building of the Great Mosque of Banten with Hindu, Javanese, Chinese and European elements, which have very high cultural values in the Banten kingdom to this day.

Strategy for Development of Religious Tourism Attraction of Old Banten

Based on the strengths, weaknesses, opportunities and threats from the analysis of internal and external factors, alternative strategies can be formulated using the SWOT matrix. These are:

1. S - O (Strength-Opportunity) Strategy

    The S-O strategy implemented by Banten Lama management in developing religious tourism attractions are:

    a) Utilize all existing potential to the maximum to increase the number of tourist visits.

    b) Utilizing other potentials to create other tourist attractions other than pilgrimage tourism, for example, the Banten river cascade tour.

    c) Opportunities for the community to make something related to the Kingdom of Banten that can be traded, such as selling souvenirs.

    d) Can make an annual event program with the theme of art heritage from the Kingdom of Banten which can be held in the Banten Lama area.

    e) Involving the community around the area in development and empowerment activities.

2. W – O (Weakness-Opportunity) Strategy

    W - O strategy is a strategy aimed at overcoming the internal weaknesses of Mapadegat Beach by taking advantage of external opportunities. W - O strategies that can be applied by the manager in the development of Banten Lama tourist attraction are as follows.

    a) It is necessary to add more complete facilities and infrastructure to support more tourists.

    b) Issue policies regarding illegal levies carried out by certain elements.

    c) Carry out wider promotional efforts so that many tourists know and visit so that the community's economy can also run.

    d) The formation of groups to increase public awareness of their potential.

    e) Make efforts in the form of socialization to hawkers so as not to disturb visitors who come by being in the core zone area, namely in front of the entrance of the mosque.

    f) Make more information boards about tourist attractions and spread them throughout the tourist area.

3. S – T (Strength – Threat) Strategy

    The S - T strategy is a strategy that uses the strength of Mapadegat Beach to avoid the impact of external threats. The ST strategy that can be done in the development of the old Banten tourist attraction is:

    a) Educate and provide information regarding the purpose of pilgrimage so that polytheism does not occur.

b) Provide direction and motivate the community to support tourism in Banten Lama.

c) Together with the community and tourists to maintain the cleanliness of tourist attractions.

d) Immediate establishment of permanent management.

e) Develop and improve discussion activities in order to increase public awareness of existing problems.

4. W – T (Weakness – Threat) Strategy

The W-T strategy is a strategy aimed at reducing the internal weaknesses of Mapadegat Beach and avoiding the external threats it faces. W-T strategy that can be used in the development of tourism attractions in Banten Lama.

a) Implement competitive prices so that tourists do not feel disadvantaged and minimize illegal fees.

b) Relocating traders who are still in the core zone.

Based on the SWOT analysis strategy presented above, the researchers try to formulate alternative strategies that can be carried out by Serang City Government in the Strategy for Developing Banten Lama Tourist Attractions as Religious Tourism in Serang City, the alternative strategies include the followings:

Strategy I, Strategies to build and strengthen cooperation in carrying out the Strategy for Development of Religious Tourism Attractions need to increase cooperation with stakeholders who have a role to overcome the problems of Banten Lama Tourism Attraction Development Strategy such as cooperation with communities around the area, the Management of the Great Mosque of Banten and the Tomb of the Sultanate of Banten, and the Banten Provincial Tourism Office.

Strategy II, Strategy Determination of management and management on a regular basis so that the development of tourist attractions more maximum and optimal.

Strategy III, Strategy to encourage community participation to play an active role in the strategy of developing Banten Lama tourist attraction as a religious tourism in Serang City. This strategy is expected by the government.

Serang City embraces the community to be jointly involved in the strategy of developing Banten Lama tourist attraction, which aims to develop Banten Lama tourism. Also, to facilitate and encourage the formation of tourism communities.

CONCLUSION

Based on the description above, the researchers draw conclusions based on the development of Banten Lama tourist attraction as follows:

1. Internal factors supporting the development of religious tourism in Banten Lama are unique and attractive building conditions, voluntary entrance tickets, and accessibility to easy tourist objects. While the inhibiting factors in development are the absence of permanent management, there are many illegal levies such as vehicle parking prices,

lack of public awareness, lack of information related to the tourist objects, and lack of accommodation facilities.

2. Banten Lama is a very potential area for the tourism sector, considering that Banten Lama has several tourist attractions such as history, religious tourism, river crossings, lighthouse tower tours and many more potentials that have not been discovered by both the government and the community around the area.

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P/V You have used the passive voice in this sentence. You may want to revise it using the active voice.

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