

Feature Article

Tourism development based on local culture

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1. Introduction

Tourism as one of the backbones of the Indonesian economy is a national asset that needs to be developed. Indonesia with its various customs, language cultures, tribes, the beauty of its islands, and the hospitality of its people is the main capital in tourism. The tourism sector in Indonesia is now receiving top priority in development because tourism is an important part of the national economy. In connection with this, it is hoped that the development of the tourism sector as one of the mainstay sectors can generate foreign exchange that can boost the economy and increase regional income, especially in tourist areas, and also that it can be one of the sectors that opens vacancies for residents and can reduce unemployment in the area.

Indonesia has many tourist destination cities, one of which is Surakarta, known as the city of culture. With rapid technological advances, it is necessary to preserve cultural tourism, so that local traditions and culture continue to exist in the next generation.⁽¹⁾ Surakarta has easy accessibility to be reached by domestic and foreign tourists. Surakarta has several points for ease of transportation by air, it has Adisumarmo International Airport, and by land can be reached through Solo Balapan Train Station or Tirtonadi Bus Terminal.

Besides accessibility, the accommodation sector is also important. Surakarta has many accommodation facilities, from guesthouses to star hotels, which are also equipped with international standard restaurants with various menus. Surakarta has many potential tourism assets that can be used as superior tourism that can emphasize Surakarta's identity as a cultural city, and one of them is Kampung Batik Laweyan. Laweyan is one of the sub-districts in Surakarta which is the center of the batik industry. Batik is a name that is already familiar to ordinary people and tourists. Batik is no longer only famous in Java but also famous throughout Indonesia and even in the world. Batik is one of the cultural identities of Solo and Indonesia in general. However, how batik producers express their works, their daily lives, their houses, neighborhoods, etc. is interesting and culturally unique and something that many tourists would like to know about.

Tourists in batik cultural tourism receive many benefits, among others, they can preserve local culture, tourists can also learn batik, learn a brief history of batik, and can foster a sense of love for local culture.⁽²⁾ Kampung Batik Laweyan has different characteristics from other tourist attractions in Surakarta. Apart from being a batik industry tourist area, Laweyan also has several buildings with historical value. This is a characteristic of Kampung Batik Laweyan.

With the description above, Kampung Batik Laweyan has an attraction that can bring tourists and has the potential to be developed as a cultural tourism destination in Surakarta, so this is the background for researchers to further research on "Tourism Development Based on Local Culture."

Interaction from stakeholders is needed in tourism development.⁽³⁾ The existence of interaction with tourists, and the provision of various facilities and services affects the perception of tourists when they are in a destination. The existence of curiosity from tourists about an attraction or local culture in a place makes these tourists travel to the tourist destinations. Tourism destinations can develop when tourists can receive something they expect or can exceed their expectations. With the development of a tourism destination, it will affect other sectors including the welfare of the local community.⁽⁴⁾

Tourists, transportation, or attractions are things that must be considered in tourism development. And, in addition to these three things service facilities, information, and how to promote a tourist attraction must also be considered in tourism development. To provide a sense of security for tourists and their luggage, maintain public order, hospitality, environmental cleanliness is also guaranteed, tourists can enjoy the beauty of nature and feel the coolness of the environment, then in this, tourism development must pay attention to *sapta pesona*.⁽⁵⁾

Mintardjo⁽⁶⁾ also added that to make a tourist destination more attractive, there must be something to know, something to see, something to do, and something to buy. Something to know means that in a tourist destination there must be something that can be known by tourists, so that to make it easier for tourists to find out new things in the destination, a guide needs

to be provided. The same thing was conveyed by Izwar and Kristanti⁽⁷⁾ who said that in addition to something to know, a tourist destination must have something to see, meaning that in a tourist destination, there must be something that can be seen and enjoyed by tourists. Besides tourists being able to see and enjoy existing attractions, tourists can also do an activity that can make them feel at home in that place. To provide a memento to tourists who come, tourist destinations also provide something that can be bought by tourists. Local communities can provide souvenirs or food that is characteristic of the area so that tourists can take it home as a memento.

The cultural diversity that exists in Surakarta in particular is interesting to study.⁽⁸⁾ Kampung Batik Laweyan is one of the areas that has cultural potential that is worth selling to tourists both locally and abroad. The cooperation between the local community and the tourism industry is expected to be able to make Kampung Batik Laweyan a cultural tourism destination that can bring in many tourists.

2. Method

This research on local culture-based tourism development is located at Jalan Dr. Rajiman, Laweyan, Surakarta. This research is qualitative research by describing the actual phenomenon or situation⁽⁹⁾, regarding the development of local culture-based tourism in Kampung Batik Laweyan Surakarta. This qualitative research was conducted by observing the object under study and conducting in-depth interviews with related parties. The SWOT analysis method is used to analyze the potential and problems related to the development of local culture, including its internal and external potential.⁽¹⁰⁾ Internal analysis is used to analyze the strengths and weaknesses found in local culture-based tourism, especially in Kampung Batik Laweyan, while external analysis is used to analyze the opportunities and threats that exist in Kampung Batik Laweyan.

3. Result and discussion

The development that has been carried out in Kampung Batik Laweyan is coordinated by the Laweyan Batik Village Development Forum or often referred to as FPKBL. The existence of the Laweyan Batik Village Development Forum is to organize the development of Kampung Batik Laweyan which is a batik industry village that is used as a cultural tourism destination in Surakarta.

In this case, the Laweyan Batik Village Development Forum has an integrated development recommendation effort in the economic field, namely the batik industry and cultural sites. Laweyan Village is a pilot project in a gradual development program to develop the batik industry through the “Bapak Angkat” program by inviting advanced craftsmen to do industrial activities in Laweyan. These activities include the conservation of buildings and areas through revitalization, restoration, reconstruction, and renovation programs, efforts to create new objects that support regional development programs, road improvements around Laweyan Batik Village, and environmental

infrastructure improvements including handling batik industry waste. To handle batik industry waste, a Waste Water Management Installation (WWTP) was made using the DEWATS system. The use of the DEWATS system aims to reduce pollution in Kampung Batik Laweyan so that tourists who come there are not disturbed by environmental pollution.

In addition to the above, there is also a plan of activities carried out for the community and batik business owners in Kampung Batik Laweyan. Activities to improve the quality of the batik business there include socialization with the entire community regarding the declaration of Kampung Batik Laweyan and is carried out every two weeks at local community meetings, surveys regarding the willingness and ability of the community to establish a new batik industry, establishing a batik study center or batik workshop with its resources to increase tourist attraction, and cooperation with private parties such as banks in obtaining low-interest capital loans to the Laweyan community. The programs that have been implemented are business loans through independent work units that are private in nature and cooperation with Bank Mandiri to obtain capital loans, counseling Laweyan residents about showrooms that are carried out every time there is a meeting in the village, increasing the human resources of Laweyan residents about the development and planning of Kampung Batik Laweyan, advising all entrepreneurs to work together to develop Kampung Batik Laweyan in helping to procure merchandise in showrooms managed by individuals, establishing cooperatives or institutions that function as joint marketing centers, and establishing batik museums in Kampung Batik Laweyan.

Kampung Batik Laweyan is very potential to be developed as a cultural tourism destination, and this is based on historical facts (historical heritage sites and building conditions), and the batik industry for economic and socio-cultural development. Kampung Batik Laweyan can be used as a cultural tourism destination because it has fulfilled the five elements of a tourist destination, namely, there are objects and tourist attractions, tourist facilities, tourist infrastructure, infrastructure, and community and environment.

- Objects and attractions

Kampung Batik Laweyan has tourist attractions such as historical sites (Laweyan mosque, Laweyan cemetery, former city of Kabanaran, Kyai Haji Samanhudi’s grave, Kyai Haji Samanhudi’s house), batik industry (showrooms, batik entrepreneurs, batik motifs), and unique building architecture with narrow alleys (Indic style of Javanese and European buildings).

- Tourist facilities

Accommodation, restaurants, and transportation facilities are tourist facilities needed by tourists when they do a tourist activity. In Laweyan Batik Village for accommodation facilities, there are several hotels including Laweyan Hotel and Roemahku Hotel. Transportation means are also available including becak, public transportation, and online taxis.

Restaurants around the location of Kampung Batik Laweyan include Graha Nikmat Rasa, and Roemahku Restaurant.

• Tourism infrastructure

In Kampung Batik Laweyan, the infrastructure is adequate, such as road conditions, electricity, water usage, and telecommunication facilities. The location of Kampung Batik Laweyan from the transportation terminal both land and air can be reached easily with a variety of existing transportation.

• Infrastructure

The infrastructure of irrigation systems, clean water distribution, electricity sources, transportation systems, and communication systems in Kampung Batik Laweyan are well-conditioned.

• Community and environment

The community in Kampung Batik Laweyan strongly supports the existence of Laweyan as a cultural tourism destination, and every community meeting always delivers Laweyan development business programs and tourism awareness programs, as evidenced by the hospitality of residents to tourists who come to visit both the location and the batik showroom. The environment around Laweyan, in the condition of a quiet, comfortable, clean, and beautiful village, is the main attraction of this tourist attraction. The condition of the village roads, narrow alleys between clean houses, and friendly people is a unique feature that cannot be found in other tourist destinations.

From the results of the research, the community's efforts in developing Kampung Batik Laweyan are shown in Table 1 and Table 2.

As a cultural heritage area, Kampung Batik Laweyan is one

of the tourist destinations that has charm for foreign and local tourists. As an effort to develop cultural tourism in Kampung Batik Laweyan, Selawean activities are held. Selawean is a routine activity that is carried out every 25th day by performing dance and musical arts. In this activity, a workshop is also held to discuss matters related to culture, history, and development in Kampung Batik Laweyan. In addition to the Selawean event, the community, in this case represented by the Laweyan Batik Village Development Forum, also promotes their batik village to the wider community through social media, websites, making brochures, and collaborating with surrounding hotels to make it a tour package.

4. Conclusion

Kampung Batik Laweyan is a unique, specific, and historic batik industry center. The location of this village is very strategic. Unique characteristics such as the architecture of the building owned by Laweyan Batik Village have a high cultural value. Cultural tourism development strategies in Kampung Batik Laweyan that refer to strengths, weaknesses, opportunities and threats are, among others: maintaining and improving tourism products in the Laweyan Batik Village both in terms of historical buildings and batik products so that they become icons of cultural tourism in Surakarta; providing appeals to the public to always maintain and care for existing products and urge not to eliminate the characteristics of the Laweyan Batik Village tourist attraction; increase training and direction about batik in particular, and environmental conservation to reduce air pollution; preserve and maintain the environment so that it is not damaged and increase public awareness of love for culture; improve the appearance of existing promotional media in print and social media and maintain existing culture and cul-

Table 1: Product SWOT analysis results

Cultural Tourism of Kampung Batik Laweyan	<p>Strength:</p> <ul style="list-style-type: none"> • There are historical buildings including the Tomb of Kyai Ageng Henis, Langgar Merdeka, Laweyan mosque. • Ancient house buildings have several styles such as Javanese, Indisch, and Gedong. • Can witness the process of making batik. 	<p>Weakness:</p> <ul style="list-style-type: none"> • Many of the ancient buildings are poorly maintained and in disrepair. • Many modern-style buildings make the characteristics of Laweyan fade. • Takes more than 2 weeks to make 1 batik shirt.
<p>Opportunity:</p> <ul style="list-style-type: none"> • Kampung Batik Laweyan has the support of various parties to be used as cultural heritage tourism. • The tendency of tourists to switch to special interest tourism. • Kampung Batik Laweyan can make a batik icon in Surakarta. 	<p>Strategy (S-O):</p> <p>Maintain and improve tourism products in the Laweyan Batik Village both in terms of historical buildings and batik products to become an icon of cultural tourism in Surakarta.</p>	<p>Strategy (W-O):</p> <p>Provide an appeal to the community to always maintain and care for existing products and urge not to eliminate those that characterize the Laweyan Batik Village tourist attraction.</p>
<p>Threats:</p> <ul style="list-style-type: none"> • Local conditions are hot and increase air, water, and noise pollution • Lose competition with other batik, for example batik pekalongan, batik jember. • Lose competition with other tourist destinations in Surakarta, e.g. batik kauman, Kraton tour 	<p>Strategy (S-T):</p> <p>Increase training and briefings on batik in particular, and environmental conservation to reduce air pollution.</p>	<p>Strategy (SW-T):</p> <p>Preserve and maintain the environment so that it is not damaged and increase public awareness of love for culture.</p>

Table 2: Promotion SWOT analysis results

Cultural Tourism of Kampung Batik Laweyan	Strength: Promotional media through social media, brochures, and print media. Selaweanean promotion features workshops, performances of dance, karawitan, and puppet shows. The existence of Kampung Batik Laweyan is increasingly well-known.	Weakness: Lack of tourist attractions from the community
Opportunity: With the existence of social media promotion media, it will expand the network of promotion areas. With a good promotion, there will be more tourists. Kampung Batik Laweyan can develop both in the national and international world.	Strategy (S-O): Improve the appearance of existing promotional media in print and social media and maintain the existing culture and culture.	Strategy (W-O): Promote Kampung Batik Laweyan by cooperating with several hotels and government agencies.
Threats: Promotion that is not maximized will threaten the existence of Laweyan batik. Laweyan people will forget the culture of batik Lose competition with other tourist destinations in Surakarta because of the lack of attractions in Laweyan.	Strategy (S-T): Improve the image of batik to the wider community, and strengthen community participation in batik culture	Strategy (SW-T) Preserve and maintain the existence of batik among the wider community.


ture; promote the Laweyan Batik Village by cooperating with several hotels and government agencies; improve the image of batik to the wider community, and strengthen community participation in batik culture; preserve and maintain the existence of batik among the wider community.

Notes

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