



ANALYSIS OF ART CULTURE POTENTIAL AND TOURISM VILLAGE DEVELOPMENT IN GEGESIK KULON VILLAGE, CIREBON REGENCY

By

Ratna Puspita Dewi

Department of Hospitality Management, Prima International Tourism Polytechnic
Jl. Struggle No.18 Cirebon City. Tel 0231 - 8493260

Email: ratnapuspitadewi87@gmail.com

Article Info

Article history:

Received July 05, 2022

Revised August 18, 2022

Accepted Sept 27, 2022

Keywords:

Potential, Cultural Arts,
Tourism

ABSTRACT

Gegesik Kulon tourism village, Cirebon Regency, West Java, is included in the list of 50 the 2021 Indonesian Tourism Village Award (ADWI) event. The village focuses on Tourism development as one of the efforts to revive the economy. They are in the midst of the Covid-19 pandemic. Gegesik Kulon tourist village is known to have many potential and the community is still very much preserving the arts and culture. Where the majority of the villagers there work as farmers. Others work as artists and entrepreneurs. In the village that is usually called the Artist's Village many used artistic and cultural heritage so that it is very suitable as a tourist destination for arts and culture education. They are guided by 5 branches art which is also offered as a tourist attraction in Gegesik Kulon Village. Start of fine arts in the form of wood carving, wayang puppets, mask carving, drum crafts, and so on glass painting. This research activity is a *field study* by conducting observations and interviews on the Potential of Cultural Arts and Tourism Village Development in Gegesik Kulon Village, Cirebon Regency. Where this Gegesik Village holds a lot of tourism potential which during this pandemic can also be used in the future as a work area for the surrounding community. However, the limited presentation of information to tourists makes some local cultural tourism sectors untouched by tourists. Therefore, a mapping of superior cultural tourism objects is made to be implemented into a system that can provide information in the form of locations and descriptions for these cultural attractions.

This is an open access article under the [CC BY-SA](#) license.



Corresponding Author:

Ratna Puspita Dewi

Department of Hospitality Management, Prima International Tourism Polytechnic

Email: ratnapuspitadewi87@gmail.com

1. INTRODUCTION

Village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated in applicable procedures and traditions. The village is an asset that still needs to be explored and utilized, one of which is through search and training by the government and the private sector in order to create the welfare of the tourism village community, so that they can become the mainstay of regional tourism.

According to the Village Law No. 6 of 2014 concerning Tourism Villages, it becomes a very big opportunity for every village in Indonesia to be able to develop the potential of its village independently according to their respective needs in order to realize the welfare of the village community. freedom for the local community to

manage it according to the potential of their village, this tourism village program is a program formed by the government directly involving the local community.

According to Priasukmana & Mulyadin, Tourism Village is a rural area that offers a whole of an atmosphere that reflects the authenticity of the village itself starting from social culture, customs, daily life, has a typical village architecture and spatial structure and from socio-economic life or activities. a unique and attractive economy and has the potential to develop various components of tourism, such as attractions, accommodation, food and drinks, souvenirs, and other tourist needs.

Tourism Village is the development of a village area which basically does not change what already exists but is more likely to develop the potential of the existing village by utilizing the capabilities of the elements that exist in the village which function as attributes of tourism products on a small scale into a series of activities. tourism activities or activities and is able to provide and fulfill a series of travel needs, both in terms of attractiveness and as supporting facilities.

"Tourism village" is usually a rural area that has some special characteristics that deserve to be a tourist destination in this area, the population still has traditions and culture that is relatively still original.

In addition, several supporting factors such as typical food, agricultural systems and social systems also characterize a tourist village area and beyond these factors, natural resources and natural environment that are still pristine and preserved are one of the important factors of a tourist village area besides With these unique features, the tourist village area is also required to have various facilities to support it as a tourist destination.

The tourist village is a form of integration between attractions, accommodation and supporting facilities that are presented in a structure of community life that is integrated with applicable procedures and traditions.

In order to maintain and continue to improve the existing tourist attractions in Gegesik Kulon Village, Cirebon Regency, it is still necessary for maximum attention and development from the local government and related parties, not only for now but in the future, both in terms of facilities, infrastructure and promotion of tourist visits.

The development and construction of tourism objects and their supporting facilities must be carried out continuously and based on local wisdom where the process of developing tourism potential in Gegesik Kulon Tourism Village is in accordance with the culture, beliefs and habits of the local community to achieve sustainable tourism activities as an effort to increase the power of tourism. attraction for tourists to visit and as a deterrent factor for tourists to stay longer which will ultimately increase the income of the surrounding community.

Tourism village development in an area must receive full support from the tourism office, village government, community leaders, traditional leaders and all elements of the community in the village.

LITERATURE REVIEW

A. Tourism

Infrastructure Tourism infrastructure includes several items, including: (1) supporting facilities (ancillary facilities) and complementary facilities (complementary facilities); (2) Equipment; (3) Systems, processes, and resources to make a Tourism Destination Area (DTW) functional.

According to Grigorotcu (2006)^[1], the role of public infrastructure is very vital for regional economic growth, and the main cause of failure to attract foreign investment is poor infrastructure. Furthermore, one of the key factors that can attract domestic and foreign tourists is the public infrastructure and/or tourism infrastructure itself. Public infrastructure is generally classified into five categories, namely: (1) Water and sanitation; (2) Telecommunications; (3) Electricity; (4) Road; and (5) airports and/or ports (Abdullah et al., 2014).

B. Tourism Objects Tourism

objects are places that are targeted for tourist visits because they have natural and artificial resources. Tourist objects have an attraction that can arouse "interest" and the interest of tourists to come to visit and feel the sensation that can be felt by being present at tourist attractions (Itamar, 2016).^[2]

Not only that, to enrich tourist objects and attractions in a tourist village, several facilities and activities can be built starting from:

1. Eco-lodge: Renovation of homestays to meet tourist accommodation requirements , or build *guest houses* in the form of bamboo houses, traditional houses, log houses, and so on.
2. Eco-recreation: Agricultural activities, local art performances, fishing in ponds, village walks (hiking), village biking and so on.
3. Eco-education: Educate tourists about environmental education and introduce flora and fauna in the village concerned.
4. Eco-research: Researching the flora and fauna in the village, and developing products produced in the village, as well as researching the socio-economic and cultural conditions of the people in the village, and so on.
5. Eco-energy: Build a source of solar energy or hydropower for the Eco-lodge.
6. Eco-development: Planting tree species whose fruit is used as food for birds or wild animals, ornamental plants, medicinal plants, in order to increase the population.
7. Eco-promotion: Promotion through print or electronic media, by inviting mass media

C. Village Tourism

Village or Udik, according to the definition of "universal", is an agglomeration of settlements in rural areas (rural). As Paul H Landis said, the definition of a village is as follows:

[3] "A village is an area with a population of less than 2,500 people with the following characteristics:

1. Having a social life that knows each other and knows between thousands of people
2. There is a connection of the same feeling about ethnicity to customs
3. Livelihoods are agrarian and influenced by environmental factors such as climate, natural conditions, natural wealth.

As in the international journal Exploring the potential of cultural villages as a model of community based tourism (2017), it can be seen that: *"Cultural Village is a rural area that offers a whole atmosphere that reflects the authenticity of the countryside, both in terms of social culture, customs, daily life, traditional architecture, village spatial structure, and has the potential to be developed various components of tourism, for example: attractions, food and beverage, souvenir, lodging, and other tourist needs."*

The criteria for a village that can be developed as a tourist village must have several supporting factors, namely; (1) have a potential product and its attractiveness, (2) have human resources (HR) that support, (3) get strong support from the community, (4) adequate facilities and infrastructure, (5) have facilities that can supports tourism activities, (6) has an institutional or organizational structure in its management, and (7) the availability of areas or land used as tourism. In relation to the definition of a tourist village, a village that can be developed into a tourist village must be used as an example for other villages.

A village that is designated as a tourist village must meet the specified requirements, which are stated in the neo-bis journal with the title Tourism Village Development Strategy in Karangploso District, Malang Regency (2017) ^[4], including the following:

- a. Accessibility is good, making it easier for tourists who come by using various types of land transportation.
- b. Having an object that can be developed into a tour that is able to attract the attention of visitors in the form of nature, arts and culture, legends, special foods, etc.
- c. Get support from the community and village officials for tourist villages.
- d. Guaranteed security in the village.
- d. Availability of adequate accommodation, telecommunications, and manpower.
- e. The climate is cool and cold.
- f. Related to other tourism objects that are already known by the wider community

D. Tourism Potential

According to (Majdi 2007: 29) ^[7] Potential is a series of abilities, abilities, strengths, or powers that have the possibility to be developed again into a larger form. This form is usually obtained through development for welfare in people's lives.

According to (Pendit 2002:32) ^[8] explained that tourism potential is a variety of resources contained in a certain area that can be developed into tourist attractions that are used for economic purposes while still paying attention to other aspects.

Meanwhile, according to Yoeti (2002:30) ^[9] Attraction or tourist attraction is everything that can attract tourists to visit a tourist destination, such as: natural attractions (landscape, sea views, beaches, climate and other geographical features of the area). destination), cultural attractiveness (history and folklore, religion, arts and special events, festivals), social attractions (way of life, population, language, opportunities for social gatherings), and building attractiveness (buildings, historic and modern architecture , monuments, parks, gardens, marinas).

E. Cultural Tourism

According to Damardjati in Pambudi (2010:121) ^[5], cultural tourism is a movement or tourism activity that is stimulated by the existence of tourist objects in the form of local cultural arts, such as customs, ceremonies, religion, the way of life of the local community, historical relics, artistic products, folk crafts and so on.

According to Pendit in Sari (2010: 38) ^[6], cultural tourism is a trip that aims to study objects in the form of folk habits, customs, ways of life, culture and art or activities with historical motives.

F. Tourism Object Development Components

There are four components of tourism products according to Cooper, et al. (1993) in Suwena and Widyatmaja (2010:88) ^[10] known as 4A, namely:

1. Attraction or Tourist Attraction

Attraction is also called an object and tourist attraction is a significant component in attracting tourists. What can be developed into a tourist attraction is called tourism capital or source. To find the potential for tourism in an area, people must be guided by what tourists are looking for. There are three capital attractions that attract tourist arrivals, namely (1) Natural Resources (natural) such as: Mountains, Lakes, Beaches, and Hills; (2) Cultural tourism attractions such as: architecture of traditional houses in villages, archaeological sites, objects of arts and crafts, cultural rituals or ceremonies, cultural festivals, daily activities and people's lives, hospitality, food; and (3) artificial attractions

such as: sporting events, shopping, exhibitions, conferences, music festivals and museums. The tourism capital can be developed into a tourist attraction in a place where the tourism capital is found (in situ) or ex situ, which is outside the original place, for example zoos, museums, and so on. So, the existence of attractions is the reason and motivation of tourists to visit a tourist destination.

2. Amenities or Facilities

In general terms, facilities are all kinds of infrastructure and facilities needed by tourists while in a tourist destination as a pull factor to attract tourists to make a visit to a tourist destination. The facilities and infrastructure referred to are as follows:

- a. Accommodation business is a place where tourists stay overnight in a tourist area. Accommodation facilities that make tourists feel at home are clean accommodations, with good service (friendly, on time), reasonable prices according to the comfort provided and relatively easy to reach locations. The types of accommodation based on the shape of the building, facilities, and services provided are as follows: Hotel, Guest house, Homestay, Inn, Campground, Villa.
- b. The food and beverage business is an important supporting component. These businesses include restaurants, stalls or cafes. Apart from being part of meeting daily needs, food is an added value that can be a special attraction for tourists.
- c. Transportation and Infrastructure Tourists need means of transportation, be it air, sea and land transportation to reach their destination tourist areas. The availability of transportation is one of the keys to the success of smooth tourism activities. Another supporting component is infrastructure that indirectly supports the smooth running of tourism activities, for example: water, roads, electricity, ports, airports, waste and waste treatment.

3. Access or Accessibility

The main entrance or entrance to a tourist destination is an important access in tourism activities. Airports, ports, terminals, and all kinds of other transportation services are important accesses in tourism. On the other hand, this access is identified with transferability, namely the ease of moving from one area to another.

4. Ancillary Service or additional

Services Additional or often referred to as complementary services that must be provided by the local government of a tourist destination, both for tourists and for tourism actors.

The services provided include: marketing, physical development (roads, railroads, drinking water, electricity, telephone, etc.) as well as coordinating all kinds of activities and with laws and regulations, both in tourist attractions and on roads. For example, tourists get information services at the Tourism Information Center (TIC), either in the form of direct explanations or printed materials such as brochures, books, posters, maps and so on. Another very important support service is the guide service.

3. RESEARCH METHODS

A research study entitled "Analysis of Cultural Arts Potential and Tourism Village Development in Gegesik Kulon Village, Cirebon Regency", where the research activity is a *field study* by conducting observations and interviews on "Analysis of Cultural Arts Potential and Tourism Village Development in Gegesik Kulon Village, Cirebon Regency "

This research is a qualitative research. Primary data is obtained from informants who have been determined in a purposeful manner. This primary data is supported by field observations. While secondary data were obtained from existing research documents, literature studies from related books and also various other sources. Data was collected through field observations, interviews, and discussions with key informants and selected stakeholders to answer the theme of the research.

This research is a qualitative research. Primary data is obtained from informants who have been determined in a purposeful manner. This primary data is supported by field observations. While secondary data was obtained from existing research documents, literature studies from related books and also various other sources. Data was collected through field observations, interviews, and discussions with key informants and *stakeholders* to answer the theme of the research.

4. RESULTS AND DISCUSSION

Gegesik Kulon Tourism Village is one of the villages in Cirebon Regency, West Java Province. This village has an area of 402 hectares with a population of 5783 people. Gegesik Kulon Village deserves to be a tourist village because it has a lot of potential and still preserves its cultural arts. The dominant villagers work as farmers. Some of them work as artists, as well as entrepreneurs.

Gegesik Kulon Village has strength in arts and culture, by taking strategic steps in advancing the village, namely by presenting tourist attractions from gamelan art, then there are also several factors that must be improved, namely the

amenities in terms of homestays still need to be improved as well as for accessibility as well. which makes it easy for tourists.

A. Potential of Gegesik Kulon Tourism Village The

potential contained in Gegesik Kidul Tourism Village, Cirebon Regency has a lot of potential, because the surrounding community can still preserve local arts and culture even though most of them work as farmers. Gegesik Kulon Village has strength in arts and culture, by taking strategic steps in advancing the village, namely by presenting tourist attractions from gamelan art, then there are also several factors that really need to be improved, namely the amenities from the homestay side that still need to be improved as well as for accessibility. also which makes it easier for tourists.

Gegesik Kulon Tourism Village is a village commonly called the Artist's Village, which is used as an artistic and cultural heritage, and in the future it can be used as an art and cultural education tour in Cirebon Regency.

Some of the cultural wealth that is the benchmark for Gegesik Kulon Village is included in the award. Among them, there are *Teni Wanda's* Mask dance, the characters of banners, samba, rumiang, Temanggung, and wanderer. Then, there are gamelan prawa and pelog, rampak drums, plays, puppeteers, ronggeng bugis, berokan (lion dance with local culture), wayang sabet, and wangsalan (pantun Java).

The following are some of the cultural potentials in Gegesik Kidul Village, including: is :

1. **Fine Arts:** Wood carving, Sungging Puppets, Mask carving, Kendang crafts, Glass painting
2. **Dance Arts:** 5 Wanda Mask Dance (characters) namely banner masks, samba, rumiang, Temanggung and wanderer
3. **Musical Arts:** Gamelan Prawa and Pelog, Rampak Kendang
4. **Theater Arts:** Drama, Dalang Wayang, Ronggeng Bugis, Berokan, Wayang Sabet
5. **Literary Arts:** Macapat, Wangsalan

Visitors who come have the opportunity to visit Gegesik Kulon Tourism Village, the following are: Cultural tourism that can be enjoyed and become the pride of the community, as follows:

1. The Mask Dance of 5 Wanda & Rampak Kendang from the Griya Super Studio



Usually this dance and the strains of musical instruments are performed as a form of welcoming guests who came to visit the Gegesik Kulon Tourism Village. One of the studios that still continues to preserve traditional dances and musical instruments is the Griya Super Studio.

Tourists can also visit Sanggar Griya Super to see the training process as a To prepare for the performance, even if you have a long time, Pesona Pesona can also take part in drumming training which usually takes up to 4 months.

2. Teak Wood Carving



Craft Teak wood carving has become one of the typical cultures of Gegesik Kulon Tourism Village which is continuously maintained. In terms of quality, this teak wood carving product is one of the best in Indonesia, *you know!*

Here, tourists can also get the experience of carving teak wood directly from craftsmen as part of cultural education, and then can buy them as souvenir.

3. Sungging Inlaid Puppet Craft



In addition to wood carving, a unique cultural product from the Gegesik Kulon Tourism Village is still preserved is the wayang kulit tатаh sungging. You can say puppet. This skin has become part of the life of the people of Gegesik Kulon. Here, Charm Buddy can see firsthand the process of making wayang kulit and talk directly with the craftsman.

4. Homestay Suragati Homestay is



consideredan important part of the culture of the people of Gegesik Kulon Tourism Village because the architecture of the building is very interesting. Here, Pesona Pesona will feel the sensation stay in a house made of

teak wood and still maintain the original shape of a typical house Old Java. For room rental prices vary, ranging from Rp. 150,000,- to IDR 200,000,- per night.

Gegesik Kulon Tourism Village also has Special Culinary, namely:

1. Geplak snacks, Geplak is a processed food made from a mixture of flour and essence coconut and spices, the method of processing is also quite unique, namely the dough is gapit while heated using a special tool. Geplak snacks produced by Mrs. Yuli are enough famous as a typical snack of Gegesik Kulon Village.
2. Opak snacks, Opak are crackers that are processed using sand as a medium Cook it, the dried opaque is fried using sand until cooked and then smeared with special spices so that the opaque has a distinctive taste to enjoy as souvenirs for tourists. The Opak produced by Mrs. Tarinah is also quite famous as GegesikKulon Village.
3. Manuk Brekek, Manuk brekek is a culinary made from rice field birds which, therefore, the creativity of the farmers to catch manuk breek and make it a typical village culinary preparation Gegesik Kulon. The soft texture of the meat is able to arouse the taste buds for tourists who visited Gegesik Kulon Village.
4. Bone Meatballs, Bone Meatballs and Grilled Ribs. Hot gravy, super soft plush meat and the distinctive aroma created by Mrs. Tam.
5. Cowel, one of Gegesik's signature dishes which is quite popular among spicy lovers is Cowel. Cowel is a mixture of boiled vegetables consisting of sweet potato leaves, eggplant, cucumber, long beans, etc. which are then sprinkled with tamarind sauce.

From the findings on the analysis of the potential for arts and culture and the development of Tourism Villages in Gegesik Kidul Village, in the process of developing Tourism Villages, the authors assess the social position and operational position. The author assumes that the availability of infrastructure such as roads that are suitable for tourism activities to tourist villages and also provides travel routes that surround the tourist village area that can show the daily activities of the community are of course a necessity.

In the operational position, the author received information about the role of creative arts actors who are also representatives of the Gegesik Tourism Awareness Group (Pokdarwis), telling about the disaster that occurred in his village in 2018. Disasters occurred in Gegesik Kulon in the form of the collapse of the wall of the swallow building, which is the training ground for Hidayat Jati's studio which was functioned to display several important events, such as the Cirebon District National Education Program, the West Java cultural model school, Dalang Nayaga Bocah at TMII, and cultural exchanges in Germany. The collapse of the wall claimed 7 lives including 1 puppeteer coach, 1 assistant coach, and 5 junior high school students including the biological son of the Pokdarwis chairman. After the swallow tragedy, the village government provided gamelan, but after that a fire disaster occurred again in 2021 which scorched several gamelan musical instruments. Now they have limited gamelan instruments. The cultural tourism village in Gegesik Kulon is generally an area that is rich in a variety of uniqueness in the village, but both the community and destination managers have not been optimal in promoting the tourism village. Therefore, promotional media are needed in such a way as to create a web about cultural tourism villages and also cooperate with existing promotional media.

5. CONCLUSIONS

1. Various potentials of cultural tourism villages in Gegesik Kulon, Cirebon Regency are quite numerous and have been identified. Several problems also arise related to the management of tourist villages such as the not yet optimal quality of human resources, not yet optimal supporting facilities and infrastructure and obstacles in promotion. These problems can be overcome with cooperation from various parties, not only the role of the government, universities and non-governmental organizations but also more important is the active participation of the local cultural tourism village community.
2. Development of facilities and infrastructure in increasing the procurement of supporting infrastructure and services in supporting tourism activities such as providing lodging, restaurants, and increasing accessibility: repairing roads and adding transportation facilities to the village this.
3. In this case, the Gegesik Kidul Tourism Village must also start to make slight improvements in terms of the facilities used by tourists so that it can provide tourist comfort and satisfaction when visiting the Gegesik Kidul Tourism Village and the accessibility to the Gegesik Kidul Tourism Village should be made a signboard so that make it easier for tourists to visit.
4. The people of Gegesik Kidul Tourism Village must continue to be enthusiastic and continue to make innovations both in products and tourist attractions in order to develop Gegesik Kidul Tourism Village as an environmentally friendly tourist destination, and always oriented towards the interests of economic and social activities for the surrounding community and the distribution of benefits by the existence of tourism activities

as well as providing capacity building for tourism-aware actors (HR) in relation to tourism management

6. SUGGESTION

1. Gegesik Kidul Tourism Village should start making some improvements in terms of facilities used by tourists so that they can provide tourist comfort and satisfaction when visiting the Tourism Village Gegesik Kidul
2. Accessibility to Gegesik Kidul Tourism Village should make a signboard to make it easier for tourists who will visit.
3. The people of Gegesik Kidul Tourism Village must continue to be enthusiastic and continue to innovate both products and tourist attractions in order to develop Gegesik Kidul Tourism Village as an environmentally friendly tourist destination, and always oriented towards the interests of economic and social activities for the surrounding community and the distribution of benefits by tourism activities.
4. Provide capacity building for tourism-aware actors (HR) in relation to tourism management

REFERENCES

- [1] Ashoer Muhammad et al, 2021, *Tourism Economics*, 1, Kita Writing Foundation, Medan City, North Sumatra.
- [2] Itamar, H. (2016). *Tourism Development Strategy in Tana Toraja Regency*. Makassar: Hasanuddin University
- [3] Paul H. Landis, 1948 *"Introduction to Rural and Agricultural Sociology"*, PT. Main Library Gramedia.
- [4] Selamat Joko Utomo & Bondan Satriawan, 2017, *Tourism Village Development Strategy in Kecamatan Karangploso Malang Regency*, *NEOBIS*, Number 2 Volume 11
- [5] Damardjati, RS 1995. *World Tourism Terms*. Jakarta: PT. Pradya Paramita.
- [6] Sari, Dyah Ivana. 2010. *Religious Tourism Object of the Tomb of Sunan Muria*. Thesis, Universitas Sebelas Maret Surakarta
- [7] Majdi, Udo Yamin Efendi. 2007. *Quranic Quotient*. Jakarta: Qultum Media
- [8] Pendit, Nyoman S. 2002. *Tourism Science A First Introduction*. Jakarta: PT. Pradnya Paramita. [9] Yoeti.OA, 2002 *Marketing Strategy Planning for tourist destinations*. Jakarta
- [9] Suwena KI and Widyatmaja Ngr Gst I. (2010). *Basic Knowledge of Tourism Science*. Udayana University Press Bali.