

# Potential Innovation of Cultural Tourism Destination at Gedongsongo Temple

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**Abstract.** One of the natural and cultural tourist destinations is Gedongsongo Temple. Apart from nature and beautiful temple buildings, enjoy the history and myths of the Ramayana story. Existing history and myths need innovation to be known and attract both local and foreign tourists. Structuring, renovation and innovation have been carried out on natural tourism, while for cultural tourism it has not been carried out. The purpose of this study is to describe the potential for cultural tourism to be transformed into literary and artistic tourism, such as making dances, ballet, art festivals, storytelling competitions, carnivals, making films and so on so that it can boost tourist arrivals, employment, artist creativity, increase regional income. The problem has been thought of towards this innovation by preparing creative artists, the attention of the tourism manager at Gedongsongo Temple and the tourism office. The research method uses a qualitativequantitative descriptive technique of observation, interviews, questionnaires and literature. The results obtained based on informant data: 54.7% nature trips, 13.2% self- self; know the legend 66.9% through books, 15.1% school lessons; do not know the function of the temple 97%; knowing cultural acculturation 67%; know the story of Ramayana 88.7%; not knowing the myths 63.3%; did not see the show 88.7 %; didn't hear the Gentongsongo theme/background song 90%.

## 1 Introduction

Indonesia is a rich in folklore both from native regional stories and the results of cultural cultivation. Folklore is a collective tradition of an area which is spread in oral or motion form so that it remains sustainable from generation to generation<sup>1</sup>. One form of folklore is oral stories that are still alive in society, such as the legend of Mount Tangkuban Perahu in West Java, Malin Kundang in West Sumatra, Banyuwangi in East Java, Prambanan in Yogya, and Gedongsongo Temple in Semarang Regency. In the legend there is also a myth that is recognized by the local community. These places are usually visited by many people as tourist destinations in the form of natural and cultural tourism. This is because a) Literature and tourism have a reciprocal relationship, meaning that many literary works are inspired by tourism and vice versa; b) the natural and cultural wealth of each region provides a place for recreation and appreciation and preservation of nature and culture; c) tourism literature allows it to be developed in a variety of products; d) tourism literature can be used as a study<sup>2</sup>. Literature Tourism does not only enjoy nature but can also provide literary products, for example how to introduce local legends in the form of ecranization<sup>3</sup>, or transitions<sup>4</sup>: ballet, cinema; art products: sculptures, reliefs, paintings, replicas. Besides that, you can take advantage of natural resources, as well as products typical of the local community.

Opportunities for literary tourism destinations like this should be seized by the Regional Government of Semarang Regency as a tourist destination with interesting innovations. One such tour is a tour at Gedongsongo Temple. The potential for innovation needs to be done so that it becomes an attraction for tourists to visit.

To support the Central Java visit program, the Central Java Culture and Tourism Office continues to make efforts to improve coordination among tourist object managers in the form of joint promotions and also carry out several stages of improvement, such as: 1) diversifying types of tourist attractions; 2) improving and maintaining access to tourist sites; 3) improvement of tourism supporting facilities and infrastructure; 4) creation of various activities in the tourist destination area; 5) implementation of tourism awareness campaigns<sup>5</sup>.

By holding this research, it is hoped that it can support tourism in Semarang Regency to boost Semarang Regency Regional Original Income. This research is in accordance with the UNDIP Strategic Research Field Plan for the Social Humanities-Education-Arts and Culture sector, namely Management and development of tourism, namely building inclusive, safe, durable and sustainable cities and settlements, namely supporting inclusive and sustainable economic growth, full and productive employment and decent work for all<sup>6</sup>. The target of this research is to produce scientific articles especially those related to literary tourism which

in turn will be followed up with educational and preparation efforts towards cities as tourist destinations.

From a scientific standpoint, tourism cannot be said to be an independent scientific discipline. By using a comprehensive approach, tourism demands the support of various scientific disciplines so that it is multidisciplinary <sup>7</sup>.

#### Method

This research uses a mixed method, which combines two methods, namely quantitative research methods and qualitative research methods. This aims to complement each other's description of the results of studies on tourism potential and opportunities related to tourism destinations descriptively and the numbers as supporters (6). This study aims to describe the potential and opportunities for literary tourism in Semarang Regency with innovation and potentially of cultural tourism. The instrument used was a questionnaire whose distribution was aimed at tourists, and tourist managers, the community by random sampling. The distribution of the questionnaire was carried out via on-line, given the conditions it felt very effective. The results of the questionnaire will be tabulated and analyzed using an interactive model of data reduction, data presentation, and drawing conclusions/verification which will then be combined with interviews, observation, and document study then set forth in a narrative. Furthermore, the results are discussed in the team and then compiled in the form of a scientific report. Apart from observation, the questionnaire as a complete data was taken from the literature Results and Discussion.

## 2 Discussion

Gedongsongo Tourism is a temple complex of nine temples in Candi Village, Semarang Regency, under the slopes of Mount Ungaran. Based on the Central Bureau of Statistics for Semarang Regency, the number of visitors to recreational areas in Semarang Regency in 2020 was 1,294,955 domestic tourists; Foreign tourists 833 total 1,295,788 with various tourist attractions.

Whereas for visitors to the Gedongsongo temple in 2023 there are 112,722 domestic tourists, no foreign tourists at all. This is due to the influence of the covid-19 pandemic. At least domestic tourists will still come to Gedongsongo Temple after it is opened for visits.

Thus it needs to be promoted even better by providing facilities and infrastructure services; make the most of its potential. Tourist attraction as a development and increase in tourism can take advantage of the potential of nature, flora, fauna, human creations, and culture <sup>8</sup>. Based on research, 35.8% of respondents knew about Gedongsongo temple tourism through friends, 34% through relatives, 30.2% through online media. Came to the

location 37% with family, 34% with friends, 15.1% with a group, 13.2% with girlfriend

## **Natural Tourism Potential**

Rows of pine forests and green valleys create a cool atmosphere, fog often appears and the possibility of rain will fall. The arrangement of parks and buildings supports the beauty around Gedongsongo Temple. For those who are healthy, it would be better if the climb from temples one to eight is done on foot if they are not strong enough to do it on horseback. The weather and location that people take advantage of to rent umbrellas and horses. This beautiful location is used by tourists for selfies and pre-wedding. Based on observations, the Gedongsongo temple tourism manager is improving with innovative facilities and infrastructure so that tourists feel at home and become an attraction for other tourists to come to Gedongsongo temple tourism. Those who like hiking and camping can take advantage of the potential provided. Based on research by tourists visiting 54.7% for natural tourism purposes, 13.2% selfie and pre-wedding, 9.4% camping, 7.5% horse riding.

## **Potential for Cultural Tourism**

### **Legend and Myth**

People who come to visit Gedongsongo Temple do not just enjoy the natural scenery, take selfies or see the temples, but also want to see the place and the impression they want to get from school lessons about the establishment of this Hindu temple. However, there is a Ramayana legend that is still believed by local people. Which is known as tourism literature. Stories or narrative texts will be important because through narrative texts, readers can find out about events that happened at sites or places that later became or will be popular among tourists<sup>9</sup>. Myths in Gedongsongo Temple: 1) Anyone who sees the 9th temple will not live long, because the 9th temple is mysteriously appearing, 2) If someone comes to dating at Gedongsongo Temple, he seduces himself and will break up before he reaches the altar, 3) if he is sick, then bathes in warm sulfur water, he will recover, 4) Ravana, who has the Roworontek charm, is buried alive under two hills, the incarnation of Ravana's twin children who were killed as a trick so that Shinta wanted to be married because his face was like Rama and Laksamana, and Hanuman waited and kept Ravana from getting up 5) The figure of Patih Kumbokarna, Rahwana's younger brother also died near Gedongsongo, located in Suwmowono Village. Based on research, 54.7% did not know the legend of Gedongsongo Temple, 45.3 did. As

cultural acculturation from Hinduism 67.9 know, 32.1% do not know. 88.7% know the story of Ramayana, 11.3 do not know

### **Human Resource Potential**

The ideal tourism is able to generate community participation and generate income, especially local revenue. Based on interviews at the location, artists/artists have not taken advantage of participating in the development of cultural tourism.

The research results showed: 88.7% had never seen the staging of the establishment of the Gedongsongo temple, 11.3% saw it on Youtube or Google; 86.8% have never seen a performance of the Ramayana story in the form of ballet, drama, film at Gedongsongo temple, 13.2% said they have, and even then because they saw on Youtube with performances at Gedongsongo temple performing gamelan music, the singers wearing costumes of characters in Ramayana <sup>10</sup>, and several songs "Gedongsongo"<sup>11,12</sup>. This shows the potential for cultural tourism has not been considered. Craftsmen can be used to make a replica of the Gedongsongo temple, make wayang golek wayang kulit with Ramayana figures

It is necessary to involve artists and art connoisseurs of fairy tales, dance, comics, animation, ketoprak, drama, soap operas and films to be creative and given the facilities and infrastructure. It is necessary to hold competitions and art festivals, carnivals, and even compose a song that tells about experiences at the Gedongsongo Temple location.

### **Typical Culinary Tourism potential**

Based on observations, stalls have been made for small traders with Javanese dishes, of course, there are pecel rice, round wedang, coffee, tofu brew, and soy milk. For souvenirs all kinds of souvenirs have been prepared, one of the highlights is tomato dates made from tomatoes which taste like dates. Based on research, 83% never buy souvenirs, 17% buy. Various respondents buy food, drinks and snacks at tourist sites.

### **Potential for Religious Tourism**

The purpose of the construction of Gedongsongo temple is as a place of meditation and worship of Hindus. The potential for the existence of the temple must be seriously developed so that it is not only done at certain times by people from outside the Gedongsongo Temple area. This is because the people in Candi Village are mostly Muslim. Based on research, 79.2% did not know the function of Gedongsongo temple, 20.8% did.

### 3 Conclusion

The tourist destination of Gedongsongo Temple is quite attractive for domestic tourists. Tourism that is popular is nature tourism, and temples. Nature tourism has been improved with parks and infrastructure. As cultural tourism has not been touched. Acculturation of culture as a literary tourism destination requires attention by innovating through icranisation or transfer. Ideal tourism can provide employment opportunities, artist creativity as well as regional income input. Based on research, it is still necessary to promote Gedongsongo temple tourism through innovations according to the existing potential in order to increase visitors.

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