Optimization of Tourism Promotion through Tourism Object Location Map: A Case Study of Serang City, Banten Province, Indonesia

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Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

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ABSTRACT

The success of promoting historical tourist attractions (heritage) depends on aspects of seeing existing opportunities and foresight in targeting the target market. Providing information to tourists is now becoming something important. One form of information is by mapping tourist objects. Mapping tourist is useful for providing information to tourists about the types and locations of tourist objects. Informative tourist maps not only visualize tourist objects but also matters relating to tourist facilities and infrastructures such as accessibility, public facilities, the physical condition of the area, and other supporting information. Currently, no map contains the location or location of historical tourist attractions in Serang City so tourists know very little about existing tourism. This study aims to present objects and accessibility of historical tourism in Serang City by compiling visualizations through mapping. This research was conducted in the city of Serang, Banten, Indonesia in 2021. This research is a descriptive study using a qualitative approach. Sampling with nonprobability sampling with purposive sampling technique. Researchers made three alternative tourist maps that can be used by serang city. Suggestions for Serang City is that it is necessary to determine a historical tourism map and it is necessary to make a giant billboard of Serang's historical tourism map at two location points (Alun-alun Serang and Old Banten Area).

Keywords: Heritage tourism; historical tourism; promotion; tourism map.

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1. INTRODUCTION

Serang City is a city in Banten Province that has a historical record of being the center of government during the Dutch Colonial era. Traces of historical heritage are still visible in the form of traces of urban planning and buildings with typical European architecture. The historical tourism potential of Serang City is spread in the City Center such as the Banten Sultanate area which consists of historical relics including the Great Mosque of Banten, Surosowan Palace, Kaibon Palace, Speelwijk Fort, and there is Avalokitesvara Vihara, State Museum of Archaeological Sites, and Karangantu Harbor. In addition to heritage tourism, in the city center, there is also the Serang Police Office, the Juang Building, and the Serang Regent's Office Building. The potential of this area is very likely to attract tourist visits, especially domestic tourists because it is supported by the religious culture of the Indonesian people. However, it is unfortunate that these tours have not been visited by many tourists, there are still many tourists who do not know of the potential for historical tourism in Serang City due to a lack of information about tourist attractions. Infrastructure and infrastructure that supports tourism have not been implemented, such as the absence of tourist attraction maps, tourist attraction information boards, and signposts. The results of research by Havidani, state that the obstacles that affect the development of socio-cultural tourism in Serang City are tourism facilities and infrastructure that need to be improved, environmental hygiene that has not been properly maintained, unorganized street vendors, and the lack of implementation of existing policies. related to the development of tourism in Serang City [1].

Another study conducted by Sahabudin, et al, stated that Serang City tourism has not been seen as a leading sector and has not become a development priority, tourism promotion in the city of Serang has not been adequate, stalls/shops/buildings along the main road are not neatly arranged and even close heritage buildings. and between stakeholders or tourism institutions have not been integrated. The management of historical tourism must involve all stakeholders, including the local community [2]. This is also stated in Widyawati's research, where the involvement of local communities is in the form of active participation and accurate contributions from local communities. The study indicated that local communities generally have a positive perception of the development of historical tourism (heritage) [3].

These problems must be immediately minimized so that existing attractions and tourism activities can run well. The success of promoting historical tourist attractions (heritage) depends on aspects of seeing existing opportunities and foresight in targeting the target market [4]. Providing information to tourists is now becoming something important.

Searching for adequate information will be carried out before traveling activities are carried out by potential tourists. The flow of information must be made in such a way as to be a good guide, by displaying interesting, accurate, detailed, and easily available information. Tourist maps are media that provide solutions to the information needed by tourists to make travel plans for tourist objects. Informative tourist maps not only visualize tourist objects but also matters relating to tourist facilities and infrastructures such as accessibility, public facilities, the physical condition of the area, and other supporting information. Currently, no map contains the location or location of historical tourist attractions in Serang City.

For this reason, it is necessary to plan a mapping focused on 7 (seven) historical tourist areas of Serang City, namely Avalokitesvara Vihara, Karangantu port, Banten Sultanate area (Banten Grand Mosque, Surosowan Palace, Kaibon Palace, Spelwijk Fort), Serang Police Office building, office building Regent of Serang, Juang building, and Banten Province State Museum.

This study aims to present objects and accessibility of historical tourism in Serang City by compiling visualizations through mapping. With the tourist attraction map, it is hoped that tourists can find out information and conduct searches about historical tourism to be visited as well as geographical location information, which can provide information about the potential of cultural resources in Serang City to the wider community so that people who come and visit this area have a provision of knowledge about the history and role of this area for the development of national history and especially the culture of the people of Serang City.

2. LITERATURE REVIEW

The World Tourism Organization defines heritage tourism as an activity to enjoy history, nature,

human cultural heritage, arts, philosophy, and institutions from other regions. The National Trust for Historic Preservation, Heritage tourism is a journey to enjoy places, artifacts, and activities that authentically represent the stories/history of people past and present [5].

Cultural tourism in a city can be an added value for the city, and can be used as a tourist resource that can improve the city's image and increase the city's sources of income. This happens because the culture of the urban community that forms the cultural pattern of its people becomes a distinctive and different culture, with manifestations in the form of tangible and intangible culture. These manifestations can then be upgraded to become a tourist resource which automatically becomes a unique and attractive urban area.

Tourism promotion is one of the effective activities for a government agency to introduce the tourism potential of a city. The success of the promotion must be supported by many factors, such as the ability of the message source to encode, the purpose of communication to become an attractive and effective message for the communicant, the accuracy of choosing the type of promotion, and the accuracy of the use of media to convey the message, as well as the meaning of the message source on the promotional activities carried out.

Promotion is essentially a marketing communication, meaning marketing activities that seek to disseminate information, influence/persuade, and or remind the target market of their products to be willing to accept, buy and be loyal to the products offered by the company concerned [6].

Tourism promotion is a tourism campaign and propaganda based on a regular and continuous plan or program. This promotion is aimed at the local community itself with the aim and purpose of evoking people's views so that they have awareness of the usefulness of tourism for them so that the tourism industry in this country gets support [7].

Publicity in tourism promotion activities seeks to improve and maintain the image of national tourism, by explaining the attractiveness of the country or region and continuously trying to keep the market informed about tourism developments there [8].

One of the efforts to increase the attractiveness of tourism is by providing complete information on the tourism locations to be visited. Therefore, this effort requires the mapping of tourist locations as part of a form of tourism promotion.

A tourism map is a map that describes or explains the locations of tourist destinations in a city or district and others, including tourism such as enjoying the natural beauty, the history of the formation of religious tourism with digital maps that have combined tourism information, which is expected to explain the direction and purpose of tourism. to these tourist attractions and help tourists a little to get to tourist destinations without difficulty it will reduce costs. By displaying a map according to the scale in making a tourism map, it is very useful to plan how many days you will stay and determine the route directly, such as calculating the distance to the destination that will take how many hours/time it takes to get to the destination, how much must be spent for transportation, where we must rest where there is lodging (hotel) what means of transportation are used at tourist destinations.

3. METHODOLOGY

This research was conducted in the city of Serang, Banten, Indonesia in 2021. This research is a descriptive study using a qualitative approach. Sampling with nonprobability sampling with purposive sampling technique. Data collection was carried out both qualitatively on aspects related to mapping historical tourism which became the object of research. The data collected includes secondary data (library studies) from previous sources, both from research results and publications, while primary data (FGDs and interviews), as well as direct observations in the field (surveys and observations) as a basis for understanding potential problems faced.

Interviewees in this study consisted of :

a. The Head of Disparpora Destinations (Department of Tourism, Youth and Sports) in Serang City.
b. Head of the Technical Implementation Unit (UPT) of the Cultural Conservation Preservation Center (BPCB) of Serang City.
c. Chairman of the Generation of Enchantment of Indonesia (GENPI) Banten Province

This study uses qualitative analysis. Qualitative data analysis is related to data in the form of words or sentences generated from the object of research and related to events that surround an object of research. According to Moleong, qualitative data analysis is an effort made by working with data, organizing data, sorting it into manageable units, synthesizing, searching and finding patterns, discovering what is important and what is learned, and deciding what to tell others. The data analysis process has three stages, namely data reduction, data presentation, and conclusions or verification [9].

4. RESULTS AND DISCUSSION

4.1 Heritage Tourism Serang City

The location of this study is the historical tourism area of Serang City, Banten Province. The city of Serang has quite a lot of historical tourism with cultural heritage which is a very potential tourism asset and resource. There are seven tourist locations in Serang City that need to be mapped as heritage tourism, namely Avalokitesvara Vihara, Karangantu Harbor, Sultanate of Banten (Kaibon Palace, Serang Great Mosque, Surowsowan Palace, Spelwijk Fort), Serang Police, Serang Regent Office, Banten Province State Museum, and Gedung Juang. These seven locations will be studied as an effort to present information that is a historical tourist location.

4.1.1 Avalokitesvara Vihara

Avalokitesvara Vihara is the oldest monastery in Banten Province, which is located in Kasemen District, Serang City. This monastery was built in the 16th century and is the oldest monastery on the island of Java. Avalokitesvara Vihara is related to one of the nine guardians commonly known as Wali Songo, namely Sunan Gunung Jati or Syarif Hidayatullah who is one of the propagators of Islam in Java. There are artifacts in the form of statues, inscriptions, bells, drums, and other worship equipment which are objects of cultural heritage. This characteristic cannot be separated from the history of a Chinese princess named Ong Tien who is said to have a romance with Sunan Gunung Jati. It is said that this monastery was a gift from Sunan Gunung Jati to the followers of Ong Tien's daughter who held fast to her beliefs. The monastery was made to carry out the worship of the followers of Ong Tien's daughter, while Princess Ong Tien herself chose to become a convert.

4.1.2 Karangantu Harbor

Karangantu Harbor is a central place for fisheries in Banten Province, and this port is used as a place to lean on ships, and there is a beach around Karangantu Harbor, namely Gope Beach. In this area, there are also settlements for fishermen, boats, and a place for making salt. In the Dutch era or the 15th century, many ships from the Netherlands and other countries such as Arabic, Gujarat, French, and English stopped at this port and became a place of activity for the entry and exit of traders entering Indonesia through the Sunda Strait. At that time Banten was experiencing rapid development and prosperity and then the Dutch seized the port to monopolize trade in Banten. The heyday of Karangantu port ended around the 17th century. Because the activities from this port began to be diverted to the Sunda Kelapa Harbor in Batavia.

(A)   **(B)**

Fig. 1(A-B). Vihara Avalokitesvara

Fig. 2(A-B). Karangantu Harbor

4.1.3 Banten Sultanate Area

1) Great Mosque of Banten

The Great Mosque of Banten was founded during the reign of Sultan Maulana Hasanuddin (1552-1570), who was the first sultan to rule in the Sultanate of Banten. The Great Mosque is located in the village of Banten Lama, standing west of the square. The main building of the mosque has a traditional design, and is the core or sacred area of the mosque complex. Like other ancient mosque buildings, the Great Mosque of Banten has the characteristics of an ancient Javanese mosque.

To the south of the mosque building, there is a Timah building. This building is rectangular, multi-story, and has an old Dutch architectural style. Apart from the main building and tiamah, also has a mosque minaret, the tombs of the kings of Banten and their families, a pond, and special events. This tower is located on the east side of the Great Mosque or about 10 meters from the pool wall fence. The tower is built with a wall construction with a peak height of 23 meters from ground level, with the base and body on an octagonal plan.

2) Surosowan Palace

Surosowan Palace was built in the 17th century (1526-1570) during the reign of the first Sultan of Banten, Sultan Maulana Hasanudin. The history of the construction of this palace can not be separated from the gift of the area that was handed over by Sunan Gunung Jati to his son, Sultan Maulana Hasanudin. This palace was built by involving a builder from the Netherlands, namely Hendrik Lucasz Cardeel, a Dutch architect who embraced Islam with the title Prince Wiraguna.

Fig. 3. Great Mosque of Banten

Fig. 4. Tiamah Building

Fig. 5. Tower

Fig. 6. Surosowan Palace

3) Kaibon Palace

The Kaibon Palace Cultural Heritage Site is the second palace after the Surosowan Palace. The Kaibon Palace is a relic of the Banten Sultanate (Islamic period) which was built in 1815. Judging from its name (Kaibon = Motherhood), this palace was built for the Sultan's mother. Keraton Kaibon is the former residence of Sultan Syafiuddin, a sultan of Banten who ruled around 1809 – 1815. In 1832, the Kaibon Palace Cultural Heritage Site was dismantled by the Dutch East Indies Government, what remained in the form of foundations, building walls and palace gates. The Kaibon Palace building looks more archaic. This can be seen from the architectural form of the gates in the form of a temple.

Fig. 7. Kaibon Palace

4) Spelwijk Fort

Spelwijk Fort is located in Kasemen District, Serang City, Banten. This historic fort is a relic of the Dutch. Spelwijk Fort was founded in 1682, and was then expanded in 1685 and 1731, during the reign of Sultan Abu Nasr Abdul Kahhar or commonly known as Sultan Haji. In the process of construction, this fort was designed by an architect named Hendrick Loocaszon Cardeel in the design of the building. The name Fort Spelwijk itself is taken from the name of the Governor General of the Netherlands, Cornelis Janszoon Speelman. This fort was a symbol of the power of the Dutch government at that time, as well as a silent witness to the political clashes carried out by the Dutch, thus sparking a blood war between Sultan Ageng Tirtayasa and his son, Sultan Haji, for the control of the Sultanate of Banten. This fort functioned as a place of Dutch defense, in which there were offices, residences for company officials, and army barracks.

4.1.4 Serang Police Office Building

This building is located on Jalan Ahmad Yani, Serang. This building was originally an OSVIA (Opleidings School Voor Inlandsche Ambtenaren) school building. One of the schools with the highest level ever in Banten until 1910 was OSVIA, a preparatory school for civil service candidates. This building is rectangular. At the front, there is a kind of portico jutting out of three pieces with an arched gate. The roof of the building is in the shape of a pyramid that extends from east to west. On the middle side of the roof, there is a kind of decoration shaped like a ball, and a small rectangular tower with ornate wire poles pointing in all cardinal directions. The roof of the building is composed of wood construction and pottery tiles. The former OSVIA school building still stands majestically today and is used as the Serang District Police Office.

4.1.5 Serang regent office building

The office of the Regent of Dati II Serang was established along with the relocation of the city from Banten Lama to Serang in the 1800s. Since its inception until now it has functioned as the office of the Serang Regent. At the front of the building, there is a pavilion supported by round pillars. This building has a rectangular plan with a massive foundation. The front porch is supported by 32 Tuscan-style pillars. The roof of the building is pyramid-shaped with wooden construction. The forms of shutters and doors in this building have changed a lot. Initially, the shape of the doors and windows was in the form of double doors and windows with a blinds model. Today, most of the doors and windows have been changed, and replaced with black glass. The changes were made in 2003, in which not only the doors and windows were replaced, but the roof was also replaced with new tiles, and the walls of the building were covered with marble.

4.1.6 Juang Building

This building has been standing since 1808. It combines several elements of foreign and local cultures. The architecture of the building adapts to the environment and tropical climate of the archipelago the roof of the building is made high, and the eaves are made wide with the resemblance of the building which is very similar to local Javanese buildings. The height of building is made with a very wide roof and porch to adapt to Indonesia's very hot climate. Although there is a mix of local culture, the Juang building still adheres to the Indische Woonhuise architectural style which developed in the mid-18th century to the 19th century.

Fig. 8. Spelwijk Fort

Fig. 9. Serang Police Office Building

Fig.10. Serang Regent Office Building

Fig. 11. Juang Building

4.1.7 Banten province state museum

The main building has 14 rooms consisting of offices, bedrooms, courtrooms, living rooms, kitchen rooms, and Pendopo. The building is in the form of 4 rectangles facing east, supported by 8 white Tuscan-style pillars. On the left and right there are porches for double-leaf windows which are wooden Jalousie style with a pyramid-shaped roof with a wooden construction about 60 cm higher than the ground level around the marble-covered floor. When Banten was designated as a province on October 4, 2000, this building was used as the office of the Governor of Banten so it was known as the governor's pendapa, and since 2015 has functioned as the Banten Province State Museum. The selection of the Banten Resident Office as the location for the Banten Province State Museum is based on the fact that the Banten Resident Office is a cultural heritage building.

Fig. 12. Banten Province State Museum

Fig. 13. Serang City Historical Tourism Map (First Alternative)

4.2 Alternative Strategies Image Map Locations of Serang City Historical Tourism

The following picture is the first alternative to the design of the historical tourist map of Serang City. This map contains information on seven historical tours. On the left side is a map and on the right side, there is historical tourist information. The map design is with a brown base color, for the tourist location points are given a number symbol. The main road is marked with a thick black line.

The following picture is a second alternative to the design of the historical tourist map of Serang

City. The basic color of the map is black, but the information conveyed about the locations of the seven historical tours is visible. For the tourist, location points are given a number symbol. The main road is marked with a thick black line. Information describing historical tours is located at the bottom of the map.

The picture below is the third alternative to the designs of the historical tourist map of Serang City. This map is three-dimensional and in bright colors. For the tourist, location points are given a number symbol. The main road is marked with a thick gray line. Information describing historical tours is located in the lower right corner of the map.
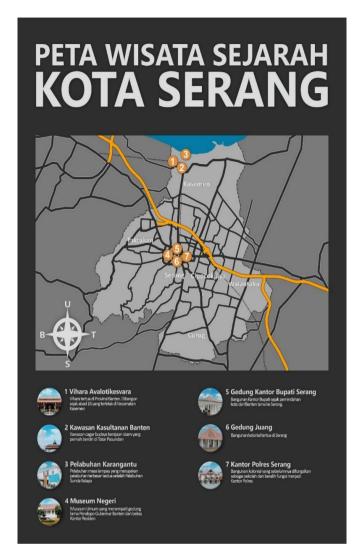
Fig. 14. Serang City Historical Tourism Map (Second Alternative)

Fig. 15. Serang City Historical Tourism Map (Third Alternative)

5. CONCLUSION

There are 7 (seven) historical tourist areas of Serang City, namely Vihara Avalokitesvara, Karangantu port, Banten Sultanate area (Banten Grand Mosque, Surosowan Palace, Kaibon Palace, Spelwijk Fort), Serang Police Office building, Serang Regent office building, Juang Building, and Banten Province State Museum. Tourists can find out information and conduct searches on historical tours to be visited as well as information on their geographical location. For this reason, it is necessary to have a map of the historical tourist location of the city of Serang as a form of tourism promotion.

Suggestions for Serang City that it is necessary to determine a historical tourism map and it is necessary to make a giant billboard of Serang's historical tourism map at two location points (Alun-Alun Serang and Old Banten Area).

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COMPETING INTERESTS

Authors have declared that no competing interests exist.

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