

# **CHAPTER I**

## **INTRODUCTION**

### **A. Background**

Tourism is a phenomenon that is currently popular for development as a non-oil and gas foreign exchange earner, because the tourism industry produces little pollution or damage (Riani, 2021). The tourism sector is one of the sectors in Indonesia that generates the highest foreign exchange compared to other sectors with very fast growth indicators. In order to improve the tourism sector by encouraging the development of areas with unique natural attractions and characteristics. The development of village potential as a tourist area must be done in accordance with the community's socio-cultural characteristics (Jubaedah and Fajarianto, 2021).

The economic tourism based on local wisdom is a method of developing the tourism industry that emphasizes cultural values and local wisdom as the primary draw for visitors. This strategy aims to improve economic, social, and environmental sustainability in the tourism industry. This phenomenon requires market players to continue to look for ways to utilize resources that are not only renewable but unlimited. Tourism development in a tourism economy based on local wisdom considers local uniqueness, culture, and traditions. This is accomplished by making the local community the primary actor in the development of the tourism industry.

Culture with in the various manifestations becomes an attraction and a driving force for tourists visiting a location, as well as an attractive consumptive

object in the field of tourism because it contains experiences (Jupir, 2018). In addition, boosting the creative industry by combining the strength of local cultural values with the demands of global needs will produce products with added value that can spur new industries and develop into competitive industries. In this regard, the development of the economic tourism in Indonesia is a concrete opportunity and effort to make cultural diversity in Indonesia as a strength.

Indonesia is known as a country that has a variety of cultures where each region in Indonesia has its own cultural characteristics. The diversity of cultures that exist in Indonesia can help develop a tourism industry by utilizing regional local wisdom. According to Jupir (2018) who states that tourism based on local wisdom is a tourism policy that prioritizes all forms of uniqueness possessed by a specific community or area that contains both material and non-material cultural values. Therefore, exploiting the potential of local wisdom and cultural characteristics in an area can be a support for tourist attraction. Tourist attraction is one of the determining factors of a tourist area. Economic tourism based on local wisdom is a concept that develops the potential of nature, culture and traditions of local communities. The community participates directly in it which will gradually create community creativity in increasing tourist attractions as a source of income to improve living standards. In line with that, by taking cultural tourism trips, tourists can see the way of life and culture of other people, so that a desire will arise to learn about this culture and they do not just relax to get entertainment but get value in the form of experience as new knowledge through cultural tours (Florentinius, 2019).

This is stated in the word of Allah Q.S.Ar-Ra'd: 11:

لَهُ مَعْقِبَتٌ مِّنْ بَيْنِ يَدَيْهِ وَمِنْ خَلْفِهِ يَحْفَظُونَهُ مِنْ أَمْرِ اللَّهِ إِنَّ  
 اللَّهَ لَا يُغَيِّرُ مَا بِقَوْمٍ حَتَّى يُغَيِّرُوا مَا بِأَنْفُسِهِمْ وَإِذَا أَرَادَ اللَّهُ بِقَوْمٍ  
 سُوءًا فَلَا مَرَدَّ لَهُ وَمَا لَهُمْ مِّنْ دُونِهِ مِنْ وَالٍ ﴿١١﴾

*“Indeed, Allah does not change the condition of a people until they change what is in themselves. and if Allah wills bad for a people, then no one can refuse it; and there is no protector for them besides Him.”*

This verse implies that activity and creativity are very important in turning the poor into non-poor. In the view of Islam poverty can fall into disbelief. The development of tourist areas can be carried out by combining natural beauty with cultural arts performances, culinary tours and handicraft processing that are typical of the area, the Parangtritis tourist area is one of them. Parangtritis is a tourist area in the Bantul area, Yogyakarta which is famous for its beautiful beaches. the myths and culture of the surrounding community are still very strong. More than that, Parangtritis has tourism potential by prioritizing creative economy principles but still not optimally processed.

Parangtritis has a tradition that has been passed down from generation to generation since the appointment of the first *Sultan Hamengkubuwono*. The tradition is called the *Upacara Labuhan*, there are 2 typical of *upacara labuhan* in Parangtritis, namely the *Labuhan Keraton* and *upacara labuhan Pisungsung Jaladri Bhekti Pertiwi*. *Labuhan Keraton* was held to commemorate the coronation of *Sultan Hamengkubuwono* as the king of *Keraton Ngayogyakarta* and as a form of gratitude for the people of Parangtritis for the blessings bestowed by God Almighty because the *upacara Pisungsung Jaladri Bhekti Pertiwi* is held at the time

of the main harvest. Therefore, this *upacara labuhan* can be categorized as a performing art that can be enjoyed by the general public and even participate in the series of ceremonies. However, there are still many people who do not know the interesting tourist spots and culture in Parangtritis because the efforts made by the government in developing and introducing the Parangtritis tourist area are still not optimal.

*Table 0.1.1 Number of Tourism Visitors to Bantul Regency in 2018-2021*

Tourist Attraction	Number of Visitor			
	2018	2019	2020	2021
Pantai Parangtritis	2,898,187	2,808,134	1,463,420	1,182,000
Pantai Samas	454,850	316,987	143,966	105,500
Goa Cemara	68,136	52,218	19,255	9,940
Pantai Pandansimo	162,025	137,200	63,330	53,850
Pantai Kuwaru	45,864	32,668	13,501	12,720
Goa Selarong	37,847	38,700	20,000	12,200
Goa Cerme	1,044	6,828	3,403	2,013
<b>Total</b>	<b>3,667,953</b>	<b>3,392,735</b>	<b>1,726,875</b>	<b>1,378,223</b>

*Source : Statistic of Bantul (2022)*

Based on table 1.1, the Statistic of Bantul (*BPS*) recorded the number of tourism visitors in Bantul Regency from 2018-2021, from this data it can be seen that the number of visitors decreased significantly in 2019-2020 because in that

year Indonesia had started to be attacked by the Covid-19 outbreak. Hisanah *et al* (2022) explained that the Covid-19 outbreak that attacked Indonesia caused a downturn in various sectors, especially in the tourism industry sector, Parangtritis was one of the tourist areas affected by the Covid-19 pandemic. Instruction Letter of the Regent of Bantul Number 17 of 2021 concerning the Implementation of Restrictions on Emergency Community Activities in Bantul Regency to control the spread of Covid-19, explains that for the time being tourism operations are temporarily suspended. Therefore, the number of tourist visits to Parangtritis has decreased significantly. The explanation of the problems above is the reason why researchers are interested in further researching the potential of local wisdom in the Parangtritis tourist area so that it can be recognized by the wider community and packaged as a tourism product that can be sold. In this regard, the researcher raised the title "**The Analysis of Potential Economic Tourism Based on Local Wisdom as a Support for Parangtritis Tourism Attraction in Bantul Regency**".

## **B. Research Question**

Based on the background description described above, the problem formulations in this study are as follows:

1. What forms of local wisdom does the Parangtritis tourist area have?
2. What forms of local wisdom in the tourist area of Parangtritis are well known to the visitors and how enthusiastic the visitors to witness the local wisdom?
3. Why is the cultural heritage of Parangtritis tourist area not used as a key tourist attraction?

### **C. Research Purposes**

1. To explore the type of local wisdom possessed by the community surrounding the Parangtritis tourist area.
2. To investigate the forms of local wisdom known by visitors and how enthusiastic the visitors to witness.
3. To discover why the cultural heritage of the Parangtritis tourist area is not used as a key tourist attraction.

### **D. Benefit of Research**

The results of this study are expected to provide the following benefits:

#### 1. For Researchers

This research is used as a comparative study between theory and practice received from lectures with what is happening in society, which in turn becomes the fulfillment of knowledge for researchers.

#### 2. For Academics

It is hoped that this research can be used as reference material for further research on local wisdom-based creative economy as a support for tourist attraction.

#### 3. For Government

This research can be used as material for consideration in determining the development of tourism in an area.