

Community Group-Based Tourism Development Model: Banten Lama Tourism Area

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How to cite : Rakhmat Jazuli, Nurikah. "Community Group Based Tourism Development Model: Banten Lama Tourism Area" *Unifikasi: Jurnal Ilmu Hukum*. 8(2). 2021.154-166. DOI : <https://doi.org/10.25134/unifikasi.v8i2.4944>

Submitted : 01-05-2021

Revised : 03-11-2021

Accepted : 03-11-2021

Abstract : Tourism development in Banten Lama area has highly made significant progress after the Banten Provincial Government revitalized Banten Lama area with a budget of 80 billion in 2018 and 20 billion in 2019. This development was not only focused on revitalization, but involved many parties. The purpose of this research is to find how is the role of local government as a regulator in the development of community-based tourism in the Banten Lama Tourism area? and how is the community group-based tourism development model in Banten Lama Tourism Area? This study employed an empirical juridical method based on a qualitative data approach. The data sources were taken from primary data collected through interviews and field research at relevant government agencies. For example, the tourism office, tourism awareness groups, tourism business actors, and communities related to tourism development in the Banten Lama area. These are analyzed and served as the findings. The findings revealed the Banten Provincial Government and the Serang City Government, the regulators of tourism development in the Banten Lama area, have a role in the carrying capacity of policies and budgets in revitalizing the Banten Lama area into leading tourism. This is stated in the Banten Province tourism development plan and has started from 2018 and 2019. The synergy of local governments with community group-based tourism development is based on the following groups: community groups who are members of tourism development groups known as tourism awareness groups, community groups who are members of community groups originating from religious elements around Banten Lama tourism area, and community groups who are members of business groups tourism. The existence of these community group must become social capital for the Banten Provincial Government and Serang City Government in preparing regulations for tourism development in the Banten Lama area as a leading destination.

Keywords: Banten Lama area, Community groups, Tourism Development

Model Pengembangan Pariwisata Berbasis Kelompok Masyarakat di Kawasan Wisata Banten Lama

Abstrak : Pengembangan pariwisata dikawasan Banten Lama mengalami kemajuan yang sangat signifikan setelah Pemerintah Propinsi Banten melakukan revitalisasi kawasan Banten Lama dengan anggaran 80 milyar ditahun 2018 dan 20 milyar di tahun 2019, pengembangan ini tidak hanya terfokus pada revitalisasi, tetapi banyak melibatkan berbagai pihak dimasyarakat. Tujuan penelitian untuk mengetahui bagaimana peran pemerintah daerah sebagai Regulator dalam pengembangan pariwisata berbasis kelompok masyarakat Di kawasan Wisata Banten Lama ? dan bagaimana model pengembangan pariwisata berbasis kelompok masyarakat di Kawasan Wisata Banten Lama ? Metode yang digunakan dalam penelitian ini adalah metode yuridis empiris berdasarkan pendekatan data kualitatif yang bersumber dari data primer melalui wawancara dan penelitian lapangan pada instansi pemerintah terkait yaitu dinas pariwisata, kelompok sadar wisata, dan pelaku usaha pariwisata serta masyarakat yang terkait dengan pengembangan pariwisata dikawasan Banten lama sebagi sumber data penelitian untuk dianalisis dan menjadi hasil pemebehasan dalam penelitian. Hasil penelitian yaitu Pemerintah Propinsi Banten dan Pemerintah Kota serang sebagai regulator pengembangan pariwisata dikawasan Banten Lama memiliki peran dalam daya dukung kebijakan serta anggaran dalam revitalisasi kawasan Banten Lama menjadi wisata unggulan hal ini teruang dalam rencana pengembangan pariwisata Propinsi Banten dan dimulai dari Tahun 2018 dan 2019, sinergitas pemerintah daerah dengan pengembangan pariwisata berbasis kelompok masyarakat didasarkan pada kelompok masyarakat yang tergabung dalam kelompok pengembangan pariwisata yang dikenal dengan kelompok sadar wisata, kelompok masysrakat yang tergabung dalam kelompok masyarakat yang berasal dari unsur keagamaan disekitar wisata Banten Lama dan kelompok masyarakat yang tergabung dalam kelompok usaha pariwisata. Adanya unsur keterlibatan kelompok masyarakat ini harus menjadi modal sosial oleh pemerintah Propinsi Banten dan

Pemerintah Kota Serang dalam menyusun regulasi untuk pengembangan pariwisata dikawasan Banten Lama sebagai destinasi unggulan.

Kata Kunci: Pengembangan Pariwisata, Kelompok Masyarakat, Kawasan Banten Lama.

INTRODUCTION

Banten Lama Tourism has become a well-known tourism place for a long time. This is based on the historical linkage behind the creation of a tourist area in Banten Lama as a religious tourism based on historical and cultural heritage. Therefore, tourism development in the Banten Lama area becomes a priority for Banten Province. This is regulated in Article 97 paragraph (1) of Law Number 11 of 2010 concerning Cultural Conservation: The government and local governments facilitate the management of cultural heritage areas. Banten Province has begun to revitalize the Banten Lama area starting in 2018 with a budget of 80 billion for the first phase and the second phase in 2019 with a budget of 20 billion for structuring several locations around the Banten Lama.¹ The efforts made by the Banten Provincial Government have changed the development of tourism areas in the Banten Lama area. It becomes a highly attractive area. Previously, this area was still slum and crowded with street vendors. Today, the Banten Lama tourist area has become more beautiful and clean. The development of the Banten Lama tourist area brings an impact on tourism aspects. The tourism areas start to attract more visitors or tourists. The infrastructure facilities, the roads leading to tourist areas, and the community around tourist areas are known as the three of A principles as follows: attraction means what is enjoyed by tourists in the tourism area, accessibility is related to the access to the location, and amenity is related to the fulfillment of facilities and infrastructure in the tourism area. Based on these principles, community groups have a very important role to create an impressive atmosphere based on the principle of *Sapta Pesona*.

Based on the principle of *Sapta Pesona*, the tourism principle must refer to the elements of safe, orderly, clean, cool, beautiful, friendly, and memorable. These principles are a tourism-conscious concept related to the support and participation of the community. The community serves as the hosts to create an environment. In addition, the community also acts as a carrying capacity factor to create a conducive atmosphere in tourism areas for a sustainable tourism industry². The importance of sustainable tourism development is necessity to fulfill the tourism industry in the present and the future time. The principle of sustainable tourism is not destroying the nature and culture of the local community so that it can be passed on to future generations. They have to maintain a balance of benefits from an ecological and economic perspective. This is to create a harmonious relationship between the government as a regulator, the private sector as investors, and the community as facilitators for the creation of *Sapta Pesona*³.

Tourism development in Banten, Banten Lama area, has an incredibly important role to support the tourism industry. Accordingly, the government needs to synergize with community groups as facilitators in the tourism area. This is to create a conducive climate for tourists as a tourism industry market. The Banten Lama area is considered a highly strategic area. This is because it is located in the Capital Region of Banten Province, Serang City, which is a stopover center for people who visit the Banten area. Banten Lama area is located in the Serang city, precisely in Kasemen District. The existence of tourism development efforts in the Banten Lama area has had an impact on tourism development. There is a large number of tourists in the Banten Lama which was

¹ *Revitalisasi Banten Lama Tahap II Fokus Penataan Objek Wisata*, dispar.bantenprov.go.id, accessed on 12 April 2020, at 07:30 p.m.

² Robbi Indra Kelana, dkk, *Evaluasi Penerapan Sapta Pesona Objek Wisata Pantai Padang*, Jurnal Buana, Universitas Negeri Padang (UNP), Vol.3 No.3 Tahun 2019, p. 480.

³ Tatang Rusata, *Partisipasi Masyarakat Lokal Dalam Pengembangan Destinasi Wisata Berkelanjutan Studi Kasus Situ Gunung Padang Cianjur*, Jurnal Kepariwisata Indonesia, Kemenpar.go.id, Vol. 13 No.2 Tahun 2019, p.91.

originally only for pilgrimages. Today, it has grown into heritage tourism. Banten Lama area is a heritage tourism area from the heyday of the Banten Lama kingdom. Therefore, Bante Lama is known as historical tourism or heritage tourism. Tourism utilizes heritage or historical heritage as a tourist attraction. In addition to historical tourism, there are factors behind tourism in the Banten Lama area, the spiritual tourism for pilgrimages to the tombs of the Sultanate of Banten. Thus, the community group-based tourism development in the Banten Lama area is very potential. This is because tourism development will involve local communities to increase the potential for tourist attraction. The community Local areas have uniqueness and authenticity. They have different characteristics and cultures of tourism activities⁴.

Tourism development in Banten, The Banten lama area, has a very important role to support the tourism industry. Accordingly, the government needs to synergize with community groups as facilitators in the tourist area. This is to create a conducive climate for tourists as a tourism industry market. Community groups have a very important role because they are the main drivers of the creation of tourist destinations. This is as stated by Tendra Istanabi⁵, the community groups who are members of the tourism awareness group has a very large influence on the management of local tourism potential. This is in line with tourism development in the Banten Lama area. The potential of community groups in developing the area is very strategic. This is because Banten Lama area is a leading tourist destination located in the Capital Region of Banten Province, Serang City which is a stopover center for people who visit Banten area. Banten Lama is located in Serang city, precisely in the Kasemen District, and becomes a leading destination. The development of the Banten Lama Tourism area brings a new spirit in the development of tourism in the Banten Lama area. The government has a highly important and large role in maintaining and preserving tourism areas. This is seen as an effort to preserve tourist areas and improve the economy of local communities, and develop the conservation of tourist areas.⁶ Thus, local governments have a role to create synergy with the community. This can be seen from government policies and community involvement. For example, the management of tourism in the community, a government partner, serves as tourism development capital. According to Mulyadi, the central and regional governments must make a serious concentration for the tourism development and program it with careful planning. Thus, the benefits will be manifested by the state and the community. They could develop comprehensive and integral tourism to take advantage of the wealth of natural resources, culture, and geographical conditions. Finally, this will create a life of society, nation, and state that will encourage the creation of strong national resilience⁷.

In accordance with the mandate of Law Number 10 of 2009 on Tourism. Tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable, and responsible manner. In addition, it should provide protection for religious values, a culture that lives in the community, preserve the quality of the environment and the national interest. Tourism development is needed to encourage the equal distribution of business opportunities and gain benefits and overcome the challenges of local, national, and global life changes. Tourism development is the direct involvement of local communities in all tourism activities to develop tourism area so that it

⁴ Hary Hermawan , *Dampak Pengembangan Desa Wisata Ngelanggeran Terhadap Ekonomi Masyarakat Lokal*, Jurnal Pariwisata, Universitas Bina Sarana Informatika, Volume III Nomor 2 September Tahun 2016, p.107.

⁵ Tendra Istanabi, *Pontensi Daya Tarik Wisata Kawasan Sempadan Sungai sebagai Destinasi Wisata Lokal Berbasis Komunitas Masyarakat Di Kecamatan Piyungan, Kabupaten Bantul*, Jurnal Cakra Wisata, Universitas Sebelas Maret, Solo, Volume 22, Jilid 1, Nomor.2 Tahun 2021, p. 15.

⁶ Muhamad Sabir, *Strategi Pengembangan Ekowisata Mangrove Tongke-Tongke Di Kabupaten Sinjai*, Jurnal Industri Pariwisata, Universitas Sahid, Jakarta, Volume 3, Nomor 1 Tahun 2020, p.56.

⁷ Muljaidi, A. J, *Kepariwisata dan Perjalanan*, Jakarta, PT Raja Grafindo Persada, 2012, p. 39

turns into an attractive tourism object⁸. Accordingly, empowering local communities to create independence and social justice is important. This is for sustainable tourism development⁹.

Community group-based tourism development has seen an effective strategy. This is because it is considered as social capital. The supporting element for the community's economic development. This is not presented in the material form but more in positive value¹⁰ such as the kindness to support tourism development programs and tourism activities which collaborate with business actors. Therefore, the development of tourism areas in the Baten Lama has so far involved many community groups. Religious tourism, especially, which is a social capital that continues to be maintained, the uniqueness of its traditions. This later has become the basis for the initial study to expand other tourism areas. This is not only limited to religious tourism because Banten lama has various potential for tourist attractions.

Based on the provisions of Article 30 and Article 52 of Law No. 10 of 2009 concerning Tourism, it is stated that the Regency/City Government has the authority to regulate the implementation and management of tourism. This can be done by facilitating its development through various efforts. For example, the research for tourism development and training of tourism-awareness community groups. In addition, based on Article 31 of Law No. 10 of 2009, the government has an obligation to give awards to individuals, tourism organizations, government institutions, and business entities that have outstanding achievements or have greatly contributed to increase the development, pioneering, and service in the tourism sector which is proven by concrete facts. Based on these regulations, it has clearly provided a basis for the government to carry out tourism development with community involvement. However, the implementation, the involvement of community groups in the tourism sector, is still very limited. Based on this background, the researchers formulated the following research questions: how is the local government's authority as a regulator in the development of community-based tourism in the Banten Lama Tourism area? and how is the community group-based tourism development model in Banten Lama Tourism Area?

RESEARCH METHODS

The empirical juridical method with data analysis, a qualitative juridical method is a research method that used a juridical approach. This method analyzed primary data such as interviews and secondary data originated from primary legal materials, the 1945 Constitution, laws and other regulations in the study of law¹¹. The study focused on the development of a community group-based tourism model in Banten Lama. The data source was taken primary data. It involved interviewing the Tourism Office as an element of the government, the Wista Awareness Group as an element of community activist tourism, the community around tourism destinations as tourism resources, and business actors in the tourism sector. In addition, this study also used secondary data which was a primary legal material, the legislation and secondary legal materials. This includes books, journals, data related to tourism as study material for primary data analysis in research.

⁸ Helln Angga Devy dkk, *Pengembangan Objek dan Daya Tarik Wisata Alam Sebagai Daerah Tujuan Wisata Di Kabupaten Karanganyar*, Jurnal Sosiologi Dilema, Fisip UNS, Volume 32 Nomor. 1 Tahun 2017, p. 35.

⁹ Rucitarahma Ristiawan dkk, *A Critical Assesment of Community Based Tourism Practices in Ngalangeran Ecotourism Village, Indonesia*, Journal of Indonesian Tourism and Development Studies, Universitas Brawijaya, Volume 9 Nomor 1 Januari Tahun 2021, p.28.

¹⁰ Asnurul Novia Narendra dkk, *Kepemilikan Serta Pembentukan Modal Sosial Oleh Wisatawan Dalam Memilih House Of Sampoerna Sebagai Daya Tarik Wisata*, Jurnal Pariwisata Pesona, Universitas Merdeka Malang, Volume 04 Nomor 1 Juni Tahun 2019, p. 68.

¹¹ Zainudin Ali, *Metode Penelitian Hukum*, Sinar Grafika, Jakarta, 2016, p. 106.

RESULTS AND DISCUSSION

1. Government Authority in the Implementation of Community-Based Tourism

The government as the organizer of state administration is a legal subject. It serves as a supporter of rights and obligations, and other legal subjects to take various actions which includes real actions (*feitelijkhandelingen*) and legal actions (*rechtshandelingen*). Real actions are actions that have no relevance to the law. Therefore, they do not cause legal consequences. Meanwhile, legal actions according to R.H.J.M. Huisman are actions that by their nature can cause legal consequences or rights and obligations.¹² The existence of the government gives a task to the central and regional level to manage its territory to improve the welfare of the community. This is mandated by paragraph IV of the Preamble to the 1945 Constitution which is to protect the entire nation, promote public welfare, educate the nation's life, and participate in carrying out world order based on freedom, lasting peace, and social justice.

One of the government administrations in achieving public welfare is through tourism development programs. The history has recorded that tourism development in Indonesia began to be planned when President Soeharto were the president. The tourism became an important part of the country's foreign exchange. This means tourism development must be carried out continuously. The tourism in Indonesia has tremendous potential and has various types which spread throughout Indonesia¹³. The tourism sector becomes one of the pillars of national development. This is because it plays a role in socio-economic aspects including foreign exchange earnings and job creation so that the income of the community and government increases. The socio-cultural aspect refers to the traditional lifestyle of the community. It becomes a way to introduce culture with performances and cultural creative economic efforts to attract tourists.¹⁴ Tourism development is considered as a very strategic thing. This is because tourism development activities involve a lot of community strengthening processes. For example, the tourism resources to strengthen social capital in sustainable development. This involves the creation of government synergy for community empowerment as a stimulus for tourism activities.¹⁵

The relevance of the government's authority in tourism development is related to the existence of a legal basis, the Master Plan for Tourism Development on a National scale and at the Regional level. This shows the authority as a public law concept. Accordingly, there are three components such as¹⁶:

- a. The basic component of the law. The authority can always show its legal basis.
- b. The influence component. The use of authority intended to control the behavior of legal subjects.
- c. The conformity component. It implies the existence of authority standards. The general standards and special standards.

Based on these three components, in carrying out development, the government needs law. Law is used as a tool for community change. With the law, the change becomes more orderly because of restrictions. The national development runs in an orderly manner which is in line with the conception of law. Thus, it should not merely run in orderly manner but also concern on legal beliefs in society. This is in line with the development of community-based tourism. The concept of tourism management is prioritizing participation. This is to provide welfare while maintaining environmental

¹² Ridwan HR, *Hukum Administrasi Negara Edisi Revisi*, Rajawali Pers, Jakarta, 2018, p. 114-115.

¹³ Bungaran Antonius Simanjuntak dkk, *Sejarah Pariwisata Menuju Perkembangan Pariwisata Indonesia*, Yayasan Pustaka Obor Indonesia, Jakarta, 2017, p.19.

¹⁴ Sedarmayanti, *Membangun & Mengembangkan Kebudayaan & Industri Pariwisata*, PT. Refika Aditama, Bandung, 2014, p. 8.

¹⁵ Siti Asyiah dkk, *Implementasi Pariwisata Berbasis Masyarakat (CBT) Di Coban Parang Tejo Malang*, Jurnal Bisnis, Manajemen dan Perbankan, Universitas Muhammadiyah Sidoarjo, Volume 6, September Tahun 2020, p.58.

¹⁶ Abdul Manan, *Peranan Hukum Dalam Pembangunan Ekonomi*, PT. Fajar Interpratama Mandiri, Jakarta, 2016, p.22.

quality and protecting socio-cultural aspect. The concept of community-based tourism involves community participation in the development of a sustainable tourism destination¹⁷. Therefore, the government has a very important role in changing tourism development to achieve sustainable tourism. The principle of exercising authority is based on legality in its changes. The essence of development is change. Accordingly, the law must play a role in it. The law cannot be considered as a static element that is always behind change. The law, however, must be at the forefront to guard the change. Thus, the law is not only as the follower but as the prime mover of development¹⁸.

The current tourism development is one of the government's strategic projects in increasing the country's foreign exchange in every region. Currently, the tourism sector is being developed to attract tourists. Based on the provisions of Law No. 10 of 2009 on Tourism, the tourism is aimed at improving the welfare of the community through economic growth. This is to eliminate poverty, overcome unemployment, preserve nature and the environment, and to improve the nation's image. This can be done by promoting culture so that a sense of love for the homeland grows. Therefore, tourism development is seen as an effort to improve the quality of tourism. This is based on the following three principles: the ecological sustainability, socio-cultural sustainability, and economic sustainability. This indicates the tourism development can be supported ecologically in the long term. Furthermore, it is also economically feasible, ethically fair, and being social to society¹⁹.

Promoting community group-based tourism is part of developing tourism resources. This is because tourism development requires community support. Thus, it is important to instill the society awareness of the importance of tourism. The tourism awareness which is based on the guidelines of the Tourism Awareness Group²⁰. Community involvement in tourism development is highly possible. This is because the community is very close to tourism destinations. Accordingly, the community becomes the most important element in maintaining cultural and environmental heritage. Community-based tourism development related to how the process of tourism development can involve the community participation in creating a tourism ecology that supports the creation of sustainable tourism. Community participation is an empowerment of the community by participating in planning and implementing development programs or projects. This also involves the actualization of the willingness. The community willingness and ability to contribute to the implementation of tourism development. The forms of community participation are the participation of ideas, physical energy, skills and abilities, and property²¹. The community participation will encourage tourism development. The community is the closest aspect of tourism. They are tourism resources for the government which has the authority to manage tourist areas. The government's authority in managing tourism must realize sustainable tourism development which based on the community. Thus, efforts are needed to diversify tourist attractions that are oriented towards improving community welfare, preserving cultural arts, and developing environmental-friendly tourism²².

The community has a very important role in supporting tourism development. The tourism will be difficult to realize when the local community feels neglected. The local community is the first to know the condition of the area. Thus, a sense of ownership and responsibility arises to develop a

¹⁷ Widyarini S. Ira, Muhamad, *Partisipasi Masyarakat Pada Penerapan Pembangunan Pariwisata Berkelanjutan*, Jurnal Pariwisata Terapan, UGM, Yogyakarta, Vol.3.No.2 Tahun 20019, p. 126.

¹⁸ Atip Latipulhayat, *Khasanah : Mochtar Kusumaatmadja*, Padjadjaran Jurnal Ilmu Hukum, Unpad, Bandung, Vol.1 No.3, Tahun 2014, p. 629.

¹⁹ Dadan Mukhsin, *Strategi Pengembangan Kawasan Pariwisata Gunung Galunggung*, Jurnal Perencanaan Wilayah dan Kota Unisba, Vol.14 N0.1 Tahun 2014, p.2.

²⁰ Firmansyah, *Kelompok Sadar Wisata*, Direktorat Jendral Pengembangan Destinasi Pariwisata, Jakarta 2012,

²¹ Yusuf Adam Hilman, Muhamad Saeful Abdul Aziz, *Partisipasi Masyarakat terhadap Pengembangan Desa Wisata Watu Rumpuk ,Desa Mendak Kecamatan Dagangan Kabupaten Madiun*, Jurnal Kepariwisata: Destinasi, Hospitalitas dan Perjalanan, STP Bandung, Vol. 3. No.2, Tahun 2019, p.55.

²² Ibid. p. 58.

tourist attraction²³. Based on Article 1 paragraph 41 of Law No.23 of 2014 concerning Regional Government, the community participation is the participation of community members to channel their aspirations, thoughts, and interests in the administration of local government. Therefore, the Government and the community must cooperate to increase the capacity of tourism destinations. Thus, the tourism awareness and tourism charm can be manifested. Tourism awareness groups have a very important role to help the government developing tourism place. Tourism awareness groups are tourism activists who present in the community due to their concern for the tourism environment. This is based on an understanding of tourism as a tourism system so that many subsystems are related and have roles. In general, there are three important parts of tourism: the community, the private sector, and the government. An important part is the community in general who is on the tourism location and the rightful owner of various tourism capitals such as arts and culture. This also covers community leaders, intellectuals, non-governmental organizations, and the mass media²⁴.

2. Development Model in Banten Lama Tourism Area Based on Community Group

a). Banten Lama as Heritage Tourism in Banten Area

Banten Lama tourist area is located in the Serang City area of Banten Province, precisely in the Kasemen District. Banten Lama is a cultural heritage-based tourism. This hundreds-years-old cultural heritage building has become a tourist attraction. This has become the spirit of belief in the struggle and glory of the Sultanate of Banten. Thus, it has developed into a famous religious tourism place in Indonesia. Cultural heritage tourism is tourism that is based on the use of historical heritage as its attraction. Accordingly, heritage tourism relies on historical heritage in the form of buildings with distinctive architecture. The characteristics of the glory of their time.

Banten Lama was the center of royal government and trade since the ninth century. Its strategic location with the port makes it became a trade route. In its heyday, many facilities were built to strengthen the defense of the region from the colonialists, the Portuguese and the Dutch. The current form of the glory of the Banten sultanate has become a Cultural Conservation Object. Based on the inventory data of the Ministry of Education and Culture of the Directorate General of Culture, it includes;²⁵

- a. Speelwijk Fort;
- b. Karanghantu Harbor;
- c. Surosowan Palace;
- d. Kaibon Palace;
- e. Banten Grand Mosque Tower;
- f. Banten Girang;
- g. Agung Banten Mosque;
- h. Avalokitevara Monastery;
- i. Lake Tasik Kardi;

These Cultural Conservation attracts the community to do tourism activities and study tour in the history of the Banten region. The historical heritage has become a cultural heritage protected by the government and as heritage tourism potential. It has historical value and unique architecture that it becomes a tourism attraction. The advanced in technology has changed the pattern of community tourism that is currently developing. This shuffles from only visiting the site to creating content

²³ Ni Luh Gede Ratnaningsih, I Gst. Agung Oka M., *Partisipasi Masyarakat Lokal Dalam Upaya Pariwisata (Studi Kasus Di Desa Wisata Belimbing, Tabanan, Bali)*, Jurnal Destinasi Pariwisata, Udayana, Bali, Vol.3. No.1 tahun 2015, p.48.

²⁴ Binahayati Rusyidi, Muhamad Ferdryansah, *Pengembangan Pariwisata Berbasis Masyarakat*, Jurnal Pekerjaan Sosial, Unpad, Bandung, Vol.1 No.3 Tahun 2018. p.157.

²⁵ Kemendikbud Direktorat Jendral Kebudayaan, <http://kebudayaan.kemendikbud.go.id/bpcbbanten/daftar-inventarisasi-cagar-budaya-di-kota-serang-provinsi-banten/>, accessed on 10 September 2020 at 20:31 p.m..

creators. It become an economic value in social media. The development of social media-based tourism has become an opportunity for heritage tourism. This is because it is used as a selfie and review object for tourists on social media. This may include the origins of tourist attractions. For example, the reviews of Banten Lama tours on YouTube, Instagram, and Facebook.

The development of information technology along with the industrial revolution has had a significant impact on tourism development. The pattern of community behavior becomes the element of journalism. The strong flow of social media becomes the capital for developing tourist areas. The heritage tourism, especially, based on architectural objects in cultural heritage, has a uniqueness. Banten Lama area is currently revitalizing its area to make it more attractive and well-maintained. Currently, the development of this area has undergone a very significant revitalization as described in the following;

a. Kaibon Palace Tourism Area

The Kaibon Palace area which is in the village of Kroya is a heritage area where Queen Aisyah's mother lived, Sultan Syafiuddin's mother. This palace was destroyed by the Dutch East Indies government in 1832, leaving only the foundation debris that depicts the splendor of the kaibon palace during the sultanate. In 2018 and 2019, this area was revitalized by Banten Province. Accordingly, it is now become more beautiful. It is equipped with garden and pedestrian facilities for tourists so that they can enjoy a very exotic atmosphere of the architecture. It contains very artistic value and a green and clean garden atmosphere.

Picture 1. Kaibon Palace Area



b. Tourism Area of the Agung Mosque and Banten Tower

The area of Agung Mosque and the Banten Mosque Tower was established between 1560 – 1570. It was during the reign of Sultan Maulana Hasanudin. It was designed traditionally with a pyramid-shaped roof using wooden poles. It is very sturdy until now. The the courtyard of the mosque has been revitalized. The concept was taken from the modern characteristics of the Prophet's Mosque. Unfortunately, it leads to criticism from cultural experts at the beginning. At that time, the government wanted the modernization of Middle Eastern culture. Thus, the courtyard of the Banten mosque was designed similar to the Prophet's mosque in Medina. The trademark umbrella attracts the community because it gives a feeling as if they are in Medina. This change still pays attention to the elements of cultural heritage objects. The core part of the mosque and the tower is a protected cultural heritage band. Thus, this revitalization was carried out in 2018 and 2019.

Picture 2. Banten Lama Grand Mosque Area



c. Sorosowan Palace Tourism Area

The Surosowan Palace area was built during Sultan Maulana Hasanudin's time, the First Sultan of Banten between 1522-1570. The fort and its gates made of bricks and rocks. They were built during the Second Sultan of Banten between 1570 – 1580 by Sultan Maulana Yusuf. The area is about three hectares. This area is currently in the form of a debris foundation because it was destroyed by the Dutch East Indies government. This area was revitalized in the outer courtyard. For the beauty purpose, this area was added an artistic building identity and given a greenery garden around the courtyard. Meanwhile, the revitalization of the cultural heritage object, the debris of the Surosowan palace was carried out in 2018 and 2019 by Banten Provincial Government.

Picture 3. Sorosowan Palace Area



d. Spelwijk Fort Tourism Area

The Speelwijk Fort area is located in Pamarican Village near Bandar Pabean. the Fort Wall is still intact and has been revitalized in the outer courtyard part. The green garden and a pedestrian for tourists make it more beautiful. This revitalization was carried out in 2018 and 2019 by the Banten Provincial Government. This fort used the name of General Cornelis Janszon Spelman who served in Banten during the Dutch East Indies period around 1681 - 1684. This fort stands firmly equipped with monitoring towers in several corners of the fort. It faced towards the port to see the movement of the Dutch East Indies troops entering the Banten area through Karanghantu port

Picture 4. Spelwijk Fort Tourism Area



e. Karanghantu Harbor Tourism Area

The Karanghantu Port was a trade channel area during the Sultanate of Banten. This port had existed from the time of the Banten kingdom before the sultanate. During the Sultanate of Banten, between the 1500s, this port became very strategic. This was because it became a

stopover for trading ships from various countries such as China, India, and the Netherlands. This area was experiencing a revitalization in the coastal section and several pedestrian facilities. The coast has experienced reforestation through planting mangrove trees so that it becomes a mangrove forest. However, there are some parts of the coast that are still not optimal in maintaining mangrove forests. This area is currently crossed and crowded by people who want marine tourism to several islands in the Banten Bay area, Lima Island, Peucang Island, and other islands.

Picture 5. Karanghantu Harbor Tourism Area



The development of tourism in Banten Lama tourist area cannot be separated from the historical value of the cultural heritage area. It has a high tourism value to be developed based on a heritage tourism development model. The tourism development involves elements of the community who have concern for the historical value of Banten. Thus, the value of cultural heritage remains sustainable and has economic value for improving the welfare of society.

b). Community Group-Based Tourism Development Model in Banten Lama Tourism Area.

The tourism development in tourism areas must be followed by opportunities for the community to improve their welfare. Thus, the tourism could have an impact on the community by improving the community's economy. Therefore, it is necessary to have regulations in the development of community-based tourism as a basis for providing space for community participation. Based on the provisions of Article 30 and Article 52 of Law no. 10 of 2009 concerning Tourism, it is stated that the Regency or City government has the authority to regulate the implementation and management of tourism by facilitating its development through various efforts. It includes research for tourism development and training of tourism-aware community groups. Based on the research in the Banten Lama tourism area, a tourism development model can be developed as follows:

1. **Religious Tourism Development Model Based on Religious Community Groups.** This model can not be separated from the history of the Sultanate of Banten which is believed to be the figure of the spread of Islam. Thus, this becomes a belief to emulate all its struggles. The government has facilitated this development with the Decree of the Head of the Banten Cultural Heritage Preservation Center Number: 004/E7.5/KP/2020 concerning the appointment of cultural heritage custodians within the Banten Cultural Heritage Preservation Center. Based on the letter, 8 caretakers of the tombs and 2 caretakers of the mosque have been appointed. This letter facilitates the local wisdom of the local community to cooperate with the government in the development of religious tourism, especially to maintain the cultural heritage objects in the area of the Banten Grand Mosque. This religious group has an important role in the development of religious tourism in the Agung Mosque. Therefore, the government needs to issue regulations as a form of legal certainty in the development of religious tourism. Thus, the cultural heritage in

the area is maintained in a sustainable manner. This letter is an acknowledgment that not all community groups can carry out the task of developing religious tourism. They must have the skill in the religious field.

2. Heritage Tourism Development Model Based on Tourism Awareness Groups. This focuses in the development models whose interests are outside of religious tourism. The government has developed and collaborated with tourism awareness groups around the Kasemen sub-district. Achievements have been achieved by Ki Amuk's tourism awareness groups. They get into the 1st place at the Banten Province level and the 3rd place at the National level in 2019. This can be a social capital to work together in increasing tourism resources. Tourism groups are part of tourism resources that have the skill in the field of tourism. This can be developed to become social capital by the government through cooperation. They can provide guidance and training to communities around tourism areas to form a sustainable tourism ecology.
3. The Model of Heritage Tourism Development Based on Business Actors' Group. The heritage tourism development model based on the business actor group is still lacking. This is because there are no business actors who structurally collaborate with the government in doing creative businesses in the tourism sector. The government must facilitate this opportunity and turn this into a city tour package. This can be done in every government activity or through collaboration with business actors in the hospitality sector and travel agents

CONCLUSION

The development of community-based tourism in the Banten Lama area is a strategic policy that the government must develop. This is because Banten Lama area is part of the cultural assets of the Banten Province government. It has existed since the 17th century as part of Banten people's culture. Based on Article 30 and Article 52 of Law NO. 10 of 2009 concerning Tourism, the government has a role to develop community group-based tourism to conduct coaching and training. This can be done by involving tourism-aware groups as the government's social capital to cooperate in the development of community-based tourism. Sociologically, the development of community-based tourism in Banten Lama area cannot be separated from the involvement of religious-based community groups. This is because Banten Lama area is a religious tourism area. This is in line with the Decree of the Head of the Banten Cultural Heritage Preservation Center Number: 004/E7.5/KP/2020 concerning the appointment of cultural heritage custodians within the Banten Cultural Heritage Preservation Center. Based on the letter, 8 grave caretakers and 2 caretakers have been appointed for the Agung Mosque of Banten. This tourism development is a form of community group-based tourism development that involves community leaders around the Banten Lama area. The development in this matter is still lacking. Therefore, the government has an important role to make regulations and involve business actors to play a more role in developing tourism in this area. This can be done by building a tour business in Banten lama area.

Community group-based tourism development is a government policy with participatory regulations. This is to provide empowerment to community groups with space for community involvement. The community take part in making the regulations. This can be done by taking part in the strategic planning for regional development and proposing tourism concepts that are in accordance with the supporting capacity of the local community's culture. In other words, the tourism ecology is government. The community and tourism areas can run in a sustainable manner.

SUGGESTION

Basically, community-based tourism development is a tourism development that includes tourist destinations and community empowerment around tourist destinations to become a sustainable tourism industry. Finally, it can provide welfare for the community with the principle of social justice

in the administration of the state. The Local Government as a regulator has an important role in the development of community group-based tourism in the Banten Lama area. The development in this area must be used as a heritage tourism area. Thus, its management must be specifically managed. This can be done by making determined regulations for a heritage tourism area. Thus, the maintenance of cultural heritage areas in the Banten Lama area remains protected. The empowerment of community groups must be improved. This is because community groups around the Banten Lama area already have national recognition, The Ki Amuk's national achievement. They obtain the first place at Banten Province and third place at National Level in 2019. In addition, in empowering groups communities around the Banten Lama area, there is the need to have a partnership with the local government. Thus, they become a tourism aware group and part of tourism resources.

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