

## ATTITUDE OF TOURISTS IN UNDERSTANDING THE POTENTIAL OF LOCAL WISDOM IN BUKIT CINTA RAWA PENING TOURIST ATTRACTION, SEMARANG REGENCY

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### ABSTRACT

Tourism is one of the sectors that play a role in the process of development and development of certain areas in terms of their existence which contributes to the income of the government and people in the tourist attraction area. The tourist attractions in this study focused on the Bukit Cinta Rawa Pening tourist attraction. Rawa Pening has located approximately 10 km from Ambarawa District and from several points along the Magelang-Semarang route, you can see the beauty of Rawa Pening. Rawa pening tourist attraction has the potential for local wisdom, namely the New Klinthing folklore that can attract tourists to visit. The potential of local wisdom can be maximized to make Rawa Pening if it is optimal can affect the attitude of tourists. Knowing and understanding the attitude of tourists can be done with evaluation actions such as the availability of criticism boxes and suggestions through direct interviews with tourists who come to Bukit Cinta Rawa Pening Tourism Object. Thus this research was carried out with the aim of knowing the attitude of tourists in understanding the potential of local wisdom in the Bukit Cinta Rawa Pening tourist attraction, Semarang Regency. The potential for local wisdom in the form of folklore is a special attraction for tourists who come. The research was conducted qualitative research methods with a descriptive approach. The results of the study explained that as many as 42.3% of respondents came to the Bukit Cinta Rawa Pening tourist attraction because of their attitude and interest in local wisdom of folklore which is full of values and norms of culture and historical science.

**Keywords:** *bukit cinta rawa pening, tourism, new klinthing*

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### INTRODUCTION

The development of the tourism sector in an area is a must because everyone has a need to be happy, one of which is by refreshing to tourist attractions (Murah Syahrial, 2019). Work routines, the hustle and bustle of the city, problems and pressures of life and so on, encourage people to have free time and unwind and try to get away for a moment from the pressures and problems of life. The way everyone breaks away from the pressures and problems of life is definitely different and has their own style of travel between one person and another, between one group and another (Widyarini, 2013). With the diversity and tourist destinations of each individual according to the characteristics of tourists, it will make the selection of tourist attractions more diverse (Dwiputra, 2013).

Many types of tourist attractions are offered, one of which is an artificial tourist attraction (Bahiyah et al., 2018). Artificial tourism objects are one type of tourism that is also widely enjoyed and in demand by tourists for recreation (Untara & Supada, 2020). One of the most visited tourist attractions in Semarang Regency is the artificial attraction of Bukit Cinta Rawa Pening. Based on data from the Semarang Regency Tourism Office in 2020, it was stated that as many as 138,732 people visited tourism made by Rawa Pening. A large number of tourists

who visit Bukit Cinta Rawa Pening because in reality, this artificial tourist attraction has different characteristics and privileges compared to other artificial attractions. This speciality lies in, in addition to offering very beautiful natural scenery in the form of water and hill views, also because Bukit Cinta Rawa Pening has the potential for local wisdom in the form of New Klinthing folklore as the origin of Rawa Pening (Ratnawati, 2021).

The variety of reasons underlying tourists to visit Bukit Cinta Rawa Pening needs to be studied further. In an effort to find out the attitude of tourists, tourist attractions need to analyze several things, such as places, infrastructure, services, and tickets (Kristiyaningrum, 2019). That is why, in achieving success in the development of ecotourism Bukit Cinta Rawa Pening, you must pay attention to several things, such as the following:

1. The right way of service to tourists while in tourist attractions
2. Accurate service, related to tourist trust and can minimize errors in providing services
3. Serve visitors or tourists with courtesy and friendliness because the good name of the place of service is largely determined by the people who serve customers directly
4. In resolving visitor complaints, it is done responsibly
5. Visitors feel comfortable for the services provided, such as a special room to provide services, easy to reach, parking spaces, completeness of information, and so on.
6. There are conveniences in getting services such as outlets, the number of officers serving, the existence of cashiers, administrative staff, and other supporting facilities
7. Have other supporting facilities such as a supportive environment, hygiene management, waiting rooms and other facilities

In providing maximum service, a tourist attraction needs to know the attitude of tourists based on visitor characteristics, such as gender, age, income and occupation. So that the manager can continue to take advantage of the potential of the tourist attractions they have as an attraction for tourists to visit the attractions they manage. Every tourist attraction manager has the belief that an attraction that has advantages and uniqueness and is different from other attractions, is able to make tourists' attitudes to visit again (Pelealu et al., 2022).

Attitude is a form of tendency that is both positive and negative and relates to the object of psychology, in the form of symbols, words, slogans, people, institutions and ideas. Attitudes are the result of the learning process. The formation of attitudes can be influenced by several factors as follows: family, social group and experience (Arwani, 2015). Attitude has a big influence and impact on a person's buying interest or effort in buying a particular product. Bilson Simamora (2004) said that in attitudes there are three interconnected components, namely the *cognitive* component related to knowledge, the *affective* component or emotion related to feelings, and the *behavior* component related to predisposing to act on related objects (Muti'ah, 2015).

In research conducted by Suryadana (, 2013), it can be explained that of the nine attributes that make up the attractiveness of leading natural attractions in West Java related to tourist attitudes, there are three attributes that are considered important, namely ease of accessibility, natural beauty and completeness of facilities. Meanwhile, in research conducted by Kawung, et al. it can be explained that the perception and attitude of tourists towards the Bukit Kasih Kanonang tourist attraction in Minahasa has responded positively, especially to the cleanliness and facilities there so that improvements are made to make tourist attractions better in the development of tourism there.

From the background that has been presented, there are differences in the attitudes of tourists who come to the tourist attraction made by Bukit Cinta Rawa Pening. Based on this, researchers are interested in studying more deeply the attitude of tourists towards tourist attractions made by Bukit Cinta Rawa Pening which has the potential for local wisdom in Semarang Regency.

## **METHOD**

This type of research uses qualitative research methods with a descriptive approach to explain the potential of Rawa Pening ecotourism as an effort to preserve and introduce Javanese culture based on folklore. The research was conducted from October to November 2022 in Rawa Pening, Semarang Regency, Central Java. In data collection, the methods used are literature studies, field observations, and interviews with sources. Then the collected data is analyzed using purposive sampling techniques. The results of the analysis are expected to be recommendations and considerations in developing Rawa Pening ecotourism through the potential of local wisdom that is owned so that it is worthy of being used as a world tour. The main source of research data is around Rawa Pening. The number of informants in this study was as many as one people.

## **RESULTS AND DISCUSSION**

Rawa Pening is a natural lake located in four areas of Ambarawa, Bawen, Tuntang, and Banyubiru Districts, Semarang Regency, Central Java. Serves to hold the rate and accommodate the flow of surface water which is then used for various interests of the local community. Geographically, Rawa Pening is located in the lowest basin of the slopes of Mount Mrbabu, Mount Telomoyo, and Mount Ungaran with an area of 2,670 hectares. Based on legends or folklore, the origin of the formation of the Pening Swamp comes from the vomit of water flowing from a former that was uprooted by a boy named Baru Klinthing. New Klinthing himself is a dragon incarnation who turns into a child full of wounds and fishy smells. New Circumstances Klinthing that differs from children, in general, is a background not accepted in society. There is only one person who accepts and takes good care of him that is an old widow.

Rawa Pening is one of the important eco-tourism for the community, not only for residents in the Ambarawa area, Semarang Regency but also for people outside the Ambarawa area, Semarang Regency. Rawa Pening is one of the places that are in great demand by tourists who have a variety of tourist attractions, both natural and man-made. Rawa Pening is popular as a fishing attraction and water sports facilities, and so on. The Rawa Pening tourist area is divided into six sub-regions, namely: Tlogo Area, Lopait Area, Bukit Cinta Area, Emerging Area, Asinan Area, and Pendem Fort Area.

### **The Value of Local Wisdom in Folklore in Rawa Pening**

Globalization is an age full of openness and freedom, the freedoms offered by its connotations can have both positive and negative impacts on a country. One of them is in Indonesia, considering the rapid progress of science and technology (Science and Technology) the positive impact for mankind is to present the development of information and communication that is increasingly instantaneous, all types of information needed can be accessed easily, distance is no longer a problem in cohesion because communication tools now present face-to-face features without being limited by space and time. However, on the same

side, the progress of science and technology is also like a double-edged sword, on the positive side, all things can be accessed and done easily, so from the negative side of the development of science and technology in the era of globalization that is open and free to participate in introducing foreign cultural values that are not in accordance with local cultural values, if humans as users and connoisseurs are not able to be wise, then slowly the attitude of interest and development of local culture is eroded. All will be of positive value when its use is accompanied by user wisdom for the development of local cultural values through the introduction of culture, nature reserves, and tourist attractions in Indonesia through the medium of information and communication so that cultural values or local wisdom in certain tourist attractions are packaged into the uniqueness that can increase the interest of tourist visitors. The balance between the development of science and technology and the diversity of Indonesian cultural values or local wisdom is packaged for one inherent purpose.

Diversity in each region in Indonesia has a lot of *local wisdom* in it. According to A. S. Padma Nugraha in "*Common Sense Outlook on Local Wisdom and Identity: A Contemporary Javanese Natives*" (2010), local wisdom is part of the culture in a society that cannot be separated from the language of the community itself. Local wisdom is passed down from one generation to the next. One of them is folklore in Rawa Pening, Semarang Regency, Central Java. The folklore in Rawa Pening is local wisdom that needs to be introduced and preserved to become public consumption.

Local wisdom is also defined as a view of life, a source of knowledge, and a life strategy in the form of activities carried out by local communities in responding to, overcoming, and anticipating various problems in meeting the needs of certain communities. Local wisdom appears as a character in relation to the history of the formation of an area and culture as a norm or rule that is believed to be its governance as is the case with Rawa Pening ecotourism. Rawa Pening is one of the cultural areas that have a history and can develop to the present. Rawa Pening itself can be a potential cultural heritage with its folklore that can be passed on from generation to generation. The value of local wisdom in folklore in Rawa Pening is a reflection of the culture of the local community that can be instilled, maintained, and preserved uniqueness in the area. This is more valuable in Rawa Pening which has local wisdom in its folklore.

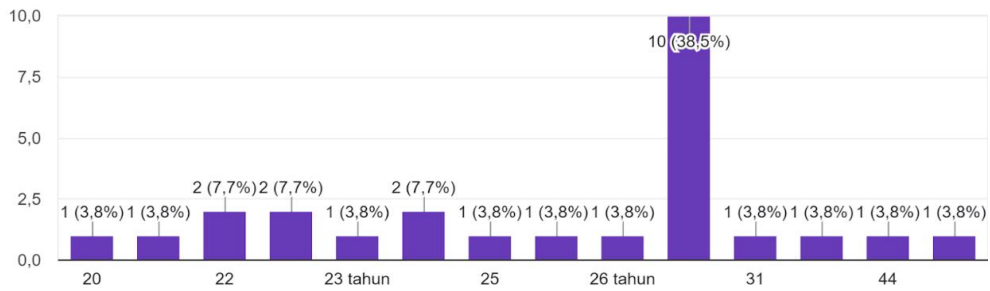
### **Characteristics of Respondents**

The respondents in this study were 26 people in Central Java, DIY and outside Central Java-DIY. The table below shows the distribution of respondents, where the majority of respondents in this study were female as much as 73.1%, the majority of age was 28 years as much as 38.5%, the last education majority S1 as much as 46.2%, the majority of jobs as private employees as much as 50%, the majority of income between 3-5 million as much as 34.6% and the domicile of respondents majority from Central Java as much as 88.5%.

**Table 1.1. Respondent Demographic Information**

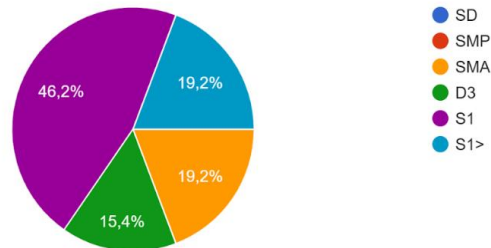
Usia (Angka)

26 jawaban



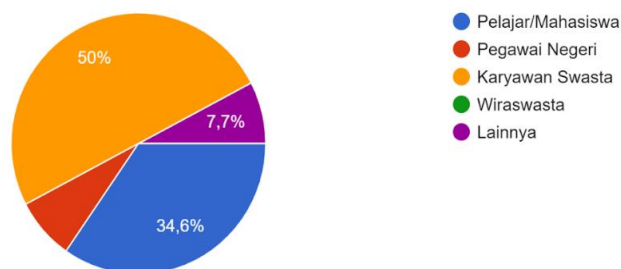
Pendidikan Terakhir

26 jawaban



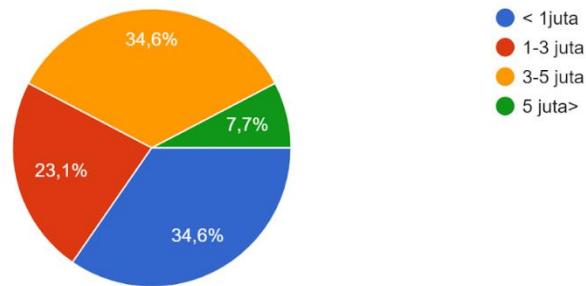
Pekerjaan

26 jawaban

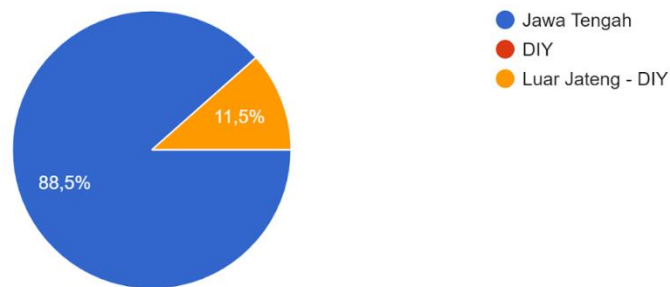


*Attitude of Tourists in Understanding the Potential of Local Wisdom in Bukit Cinta Rawa Pening Tourist Attraction, Semarang Regency*

Pendapatan  
26 jawaban



Domisili  
26 jawaban



**Attitude of Tourists in Understanding the Potential of Local Wisdom in the Development of Bukit Cinta Rawa Pening Tourism Objects, Semarang Regency**

Talking about the attitude of tourists in traveling, there are factors that influence the formation of attitudes, namely: personal experiences, culture, other people who are considered important, mass media, educational institutions or institutions, religious institutions and from within oneself (internal factors). The attitude formed affects the interest in travel and has an impact on the development of certain ecotourism. One of them is Rawa Pening ecotourism. Regarding the development of Rawa Pening ecotourism, the potential of local wisdom is one way to attract tourists to come, in addition to offering very beautiful natural scenery.

Based on a questionnaire distributed to 26 respondents, it was stated that tourists who came to Rawa Pening, apart from having beautiful scenery because they could see a clean expanse of Swamp surrounded by mountains and mountains such as Mount Merbabu, Mount Telomoyo, and Mount Ungaran, also because they were interested in the folklore that was there, namely the legend of Baru Klinthing. As in the Bukit Cinta tourist attraction which has a distinctive icon of the legend of Rawa Pening, which is in the form of a welcome statue in the form of dragon scales.

The potential for local wisdom in the form of folklore is a special attraction for tourists who come. Based on the results of the questionnaire that has been distributed, as many as 42.3% of respondents came to Rawa Pening because they were interested in the legends that have been there for generations, apart from the natural scenery offered by Rawa Pening. Even based on data obtained from the Semarang Regency Tourism Office, in 2020 the number of tourists who

came to Bukit Cinta Rawa Pening was 138,731 visitors from domestic tourists. The number of tourists ranks first compared to the number of tourists who come to other tourist attractions in Semarang Regency, such as the Ambarawa Railway Museum and the Palagan Ambarawa Museum which also have historical value in them.

The high attraction of tourists who come to Rawa Pening is one of the capitals to develop the potential of ecotourism there. The development must be supported by infrastructure such as easy access for tourists to the tourist attraction. Based on the results of the questionnaire that has been distributed, as many as 23.07% of respondents revealed that access to Rawa Pening tourism objects still needs to be improved. This is necessary to attract more and more tourists who come and the potential possessed can be developed to the maximum to increase the number of tourists visiting so that the positive cultural values in the New Klinthing folklore can be well received by the community. In addition, through its potential, it can also be developed as a way to make Rawa Pening tourism objects included in the national tourism category which is also glimpsed by foreign tourists.

Through the attitude of tourists who are interested in making Rawa Pening as one of the tourist destinations that must be visited if you are in Semarang Regency and will recommend others to come to tourist attractions with the background of the New Klinthing folklore, the potential of local wisdom can be used to develop ecotourism in Rawa Pening into national or international tourism.

## **CONCLUSION**

Rawa Pening is located approximately 10 km from Ambarawa District and from several points along the Magelang-Semarang route you can see the beauty of Rawa Pening. In addition to offering natural beauty, Rawa Pening also has the potential for local wisdom, namely the New Klinthing folklore that can attract tourists to visit. The potential of local wisdom can be maximized to make Rawa Pening a national or international tourist attraction. Although based on data obtained through the Semarang Regency Tourism Office and the results of the questionnaire distributed, the interest of tourists visiting Rawa Pening is quite high compared to other tourist attractions in Semarang Regency which also have historical value in it, but there are still several things that need to be considered so that Rawa Pening tourism objects are increasingly developing through ecotourism and can be considered to become national and international class tourism objects.

## **Suggestion**

There are quite a lot of tourists who visit Rawa Pening when compared to other tourist attractions in Semarang Regency. However, several things need to be considered so that the potential of local wisdom that is owned makes Rawa Pening ecotourism grow, such as access to the location must be improved to attract more and more tourists, not only domestic tourists but also foreign tourists. In addition, it is necessary to hold regular festivals to preserve the folklore in Rawa Pening as a unique attraction for tourists so that more and more people visit Rawa Pening. The higher the number of tourists who come, the noble cultural values contained in the folklore will continue to live in the community as an effort to maintain their cultural values. In addition, it can also increase the income of the surrounding community so that the regional economy can increase.

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