

# REVITALIZATION OF “MAJAPAHIT VILLAGE” AS AN EDUCATIONAL TOURISM BASED ON LOCAL WISDOM

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**Abstract**— Regional economic development targets have to be achieved through a variety of development policy. The utilization of the potential of the made as local capital in the implementation of regional development. The Government has a special strategy Mojokerto Regency to improve the economy of the community with the creation of the “Majapahit Village”. Relive the history of Majapahit Kingdom with cultural heritage became the cornerstone of the establishment of this village. The physical aspect can be seen with the building of houses with architecture resembling the Kingdom of Majapahit in Trowulan, Mojokerto Bejijong Village. In realizing the potential of Majapahit and the Majapahit Village was able to support the economy of the community, the specific actions required are not just limited to physical development course. Capital construction of social capital, such as the utilization of the potential cultural and historical sources of course must be a synergy to materialize the Majapahit as educational tourism area. Educational Tourism was chosen as the concept of development by blending education and tourism as an effective strategy to make the potentially economically and provide educational value for tourists. Introduction of cultural values and knowledge of the history of Majapahit with shades of recreation also became the basis of the naming of this concept. In this regard, the development of process makes the community empowerment as a subject. The optimization the quality of creativity, expertise and competence of the community is needed in order that the construction was done can last indefinitely. The commitment and cooperation of various stakeholders is needed to achieve success the construction as expected.

**Keywords**— *revitalization, majapahit village, educational tourism*

## I. INTRODUCTION

In the face of global economic challenges, Indonesia as a developing countries strive to embody the good quality, economy and quality through national development planning strategy. Realizing a prosperous society free from poverty and become an important goal of the planning. A variety of efforts undertaken so that the goal can be achieved to the maximum. One strategy for achieving national development objectives by empowerment area. Implementation of regional empowerment is done by exploiting the potential of both the human resources as well natural resources are owned by each area. Success in this area is expected

potential processing will be able to be supporting national development. Utilization of local potentials have been entrusted to local governments as a regulator, the organizer and planner of the economy on the region. This is in accordance with the policy of Regional Autonomy in UU. No 32 of 2004 about local government that local governments have the authority to arrange and take care of the responsibilities. Through this decision, then any local governments continue to strive to create sustainable development either through a policy of economic, social or environmental. Achievement of targets development conditions of regional economy done so get better with a variety of work programs as well the planned policy.

The Government this authority makes the Mojokerto as opportunities to realize better Mojokerto. Various efforts a good sectors of agriculture, trade, industry or tourism is done to achieve a balanced economic stability and community powerless. From some of these sectors, the tourism sector is now used as one of the sectors that are most focused. Some places serve as tourist sites intended in order to generate a profit economically. Seen with many attractions both natural as well as artificial as Joglo Park, Pacet Mini Park, Waterland and Ubalan, while the nature-based tourism is seen by the presence of Coban Canggung, Dlundung Waterfall, Jolotundo Baths, peak Trawas, Baths Pacet hot spring etc. These efforts are still not enough to create a sustainable tourist development. Sustainable development intended to development that do have a balance between the utilization of natural resources, sustainability, human and cultural life for the present and the future. To create a sustainable tourist areas are not enough if only focused on ecological function and economical, but it is more important than that is the sustainability of the culture [1]. Culture is important as capital in the development of tourism. The Government that encourages Mojokerto also make use the potential of the existing culture and history as part of the sector in order to support a success of the tourism-based areas.

Mojokerto not only has cultural and natural tourism potential alone, but the region also has the potential of heritage. This potential has been a concern to Governments and the public at large that its existence is related historically became the territory of the former Government of Majapahit relics. The existence of Mojokerto with various morphological typology of wealth and historical site of

Majapahit makes this region dubbed the heritage area. In accordance with the decision of the Minister of education number 260/M/2013, sub district of Trowulan, Mojokerto is recognized as a national heritage site [2]. A lot of historical relics in the form of temple sites such as the Temple of rats, Bajang Ratu, Trowulan Museum, Great Hall, Brahu temple, Segaran pool, Gentong temple even this city has the exact same Maha Vihara with owned Thailand more known for its statue of the sleeping Buddha. Some of the site has previously been used as a historical tourist attraction, but as the development of an increasingly modern era with a more varied, the site only as a recreational spot the less sought after by many local tourists. Despite a variety of efforts have been done with the reka cipta atmosphere and places but this is still not the maximum. This reality encouraged the Government to further innovate by making the plan of the Majapahit Village. Physically, it looks with the founding of Majapahit home with architecture resembling the Majapahit Empire in front of the House residents who made against 296 houses, with details of the 200 homes in the village of Bejjong, 50 houses in the village of Jatipasar, and 46 houses in the village of Sentonorejo [3]. Motion development starts from the area Majapahit Hometown rural with indications that the existence of this development can realize a sustainable development of the perdesaa with the concept of tourism planned. It also didasaran on the assumption that the existence of tourism in rural areas are able to explore the terminology in various aspects such as the sustainable tourism development, rural tourism and ecotourism [4].

The village of Bejjong was used as the main objects for development Kampong Majapahit because this area is considered to have more potential among other villages. The line to go to has been filled with a wide variety of historical heritage that is located was designed like a Large Temple, a temple and a statue of Brahu sleeping Buddha. The expertise of the cor, carve and chisel and the creativity to make souvenirs has been owned by the community in this village. But the problem in this case i.e. the less the maximum utilization of potential synergistically. Majapahit village until now was a building that resembles the architecture of majapahit Kingdom alone, while other potential still not empowered. A similar case is also discussed by [3] that the execution of development towards Majapahit village still having a pretty crucial constraint i.e. the lack of sufficient human resources as well as the limitations of the budget for conservation. Other problems about development of Majapahit village are also discussed by [2] that the development of Majapahit village so that imbalances occur Majapahit not yet fully have the integration of the functions and the role of between villages in support of cultural heritage sites in this area. Based on reference, then the Revitalization is required as the development direction of Majapahit village sustainable according to the purpose and potential economic, historical, and social events. The concept of educational tourism with local cultural Wisdom base pair in the process of Revitalization since the concept is directed at the educational tourism through introduction value history on tourists, so the purpose of this writing is to be a reference point and the mechanism development of Majapahit village can include a dual function at once i.e. education and tourism destinations is expected to eventually be able to have an impact on improving the economic sustainability of communities, cultures and reviving shades

of the Majapahit Kingdom so it doesn't fade because of eroded by time.

## II. METHODS

The focus in the study of how the strategy of revitalizing the region towards Kampung Majapahit for eduwisata-based local wisdom. This research uses descriptive Qualitative approach aimed at understanding phenomena in complex of facts that exist in society. Research methods using Observations and studies of the literature that is intended to collect data from the results of direct observation and the study of references from various sources such as journals, articles and books. Data analysis was done with a Qualitative Analysis that includes three lines, namely the reduction of data, presentation, and the withdrawal of the conclusion.

## III. FINDING AND DISCUSSION

The tourism sector until now has been the sector that was seeded by Mojokerto after agriculture and industry. Various efforts undertaken in order for the success in the development of the regional economy can be achieved. Kampung Majapahit as a manifestation of the efforts made by Pemerintah in the field of cultural tourism. Synergy between the elements of creativity, expertise and the potential of community cultural development became the focus of the Kampong. The concept of development of Majapahit Village is carried as a historical heritage preservation efforts to be the site of Majapahit who are legal Regulations in accordance with the UU No.11 in 2010 about Heritage that the protection against cultural heritage can be done with rescue, security, zoning, maintenance and restoration. Action on preservation was started because of the cooperation undertaken by Bappeda Mojokerto, Preservation of cultural heritage Hall (BPCB) Mojokerto, and Office of the Youth Sports culture and tourism (Disbudpar) by making the village Bejjong the preservation of the site as the location of the Majapahit Empire [3]. Up to now, these actions significantly can be seen with the founding of Majapahit which are home in front of every house in the village of Bejjong. The construction was carried out at the roadside with a line that will be heading to tourist attractions such as Brahu temple and Buddha statues. Another problem arises when the purpose of the construction of the Majapahit village shouldn't manifest in concrete that is not marked with the goal of development should be Majapahit village. Originally intended to be a land to benefit economically and became the location of a new culture-based tourism turns out so far still has not seen the results. The construction of the Majapahit village is still limited to physical development alone, but to go to the Hometown of the Majapahit Empire, has the potential of economical, educational and need a lot of things done. Revitalization is necessary to realize the corresponding Majapahit hometown with hope. Due to realizing development programs that take cultural values need to be done in implementatif and concrete action for the success of the process of internalizing the values of the wisdom of local culture in the community [5].

Review related revitalization, according to Tiedel in [6] that Revitalization is an activity renewal made by physically regenerate the action with the objective of sustainable development and cover various aspects of the people's lives

both economic, educational, social and cultural [6]. The concept of Revitalizing Majapahit village as educational tourism district-based local wisdom can be a solution for the planning strategy of Majapahit village had economic value, historical and educational power competitive. Action to achieve this concept are grouped into 3 phases namely Small, Middle and High Implementation. The third action this is a process that sequentially so that later in the implementation, must comply with the Groove i.e. started from small, middle and subsequent high implementation.

The first stage is a Small Implementation of basic actions be undertaken to start the revitalization. Small implementation is divided into two acts: with a double P (Perfect And Publish). Starting with the Perfect i.e. reproduce facilities of interest to tourists. This facility such as decorating the Majapahit village with ornaments based mural about the culture of good culture or torch mounted on every fence community. Strategies to decorate this became the beginning of the Majapahit Hometown to draw attention of tourists, as viewed from the reality of people's lives especially teenagers are intimately connected with the habit to take pictures then the presence of Majapahit Hometown can be new options for refreasing and take pictures. Next, Publish. When the action is Perfect already done, then Publish into action. Because the public will easily know if done publication. The publication can be done in various ways either via the Print Media as well as Social Media such as Facebook, tourism, Website Instragram and other social media accounts.

Furthermore, The Implementation Of The Middle Stage. If small implementation more to tourism, then the Middle approach Implementation is done with the educational approach. At this stage, there are two actions i.e. Watch And Play Together. The first action i.e. watch which means to watch together. This can be done with the fim playback-movie history. Until now, a lot of good documentation in the form of photographs or videos stored in the History Museum in Trowulan, but less empowered. With a history of film screenings at the same time it aims to educate the public to get to know the history that exists in Mojokerto. Second action: with a Play together. This is done by playing traditional games together. Through this traditional game aims to educate the community by playing together that can automatically internalized social values contained in the traditional game.

The final stage is High of Implementation. High Implementation is done by the utilization of the existing building of Majapahit village as the library history and place of the sale proceeds of creativity is done by the community. In the library of the history there are various reference sources of Majapahit and the results of cultures in Mojokerto. The second act in this stage do cultural festival in the village of Majapahit. This cultural festival can be done every 6 months. The cultural festival is also often performed in China for conducting preservation of culture. This traditional festival with characteristics of the culture in the community for developing the cultural industries to enhance economic prosperity and development of culture in the village [7]. Of course in the high implementation is intended to let cultural festival conducted can serve as the economic opportunities of the community. The public can sell the

results of creativity in this cultural festival. Moreover in each day, the public can sell food products, making the building as a home stay that course to boost the economy.

Realizing stages of SMH (Small, Middle And High Implementation) in the process of revitalization will succeed if the application uses the approach of PRA (Participatory Rural Appraisal) which means that the society is actively in the process of development. The community instead of as the object under construction, but as subjects of development. The community plays an active role to participate in planning, implementation, supervision and take the result of the construction is done [8]. In the strategy planning revitalization Majapahit Village as an educational tourism based on local wisdom, the public role to implement the SMH with the briefing of stakeholders concerned. This is the community stakeholders, Bappeda of Mojokerto, Preservation of cultural heritage Hall (BPCB) Mojokerto, and Office of the Youth Sports culture and tourism (Disbudpar).

#### IV. CONCLUSION

Revitalization is necessary to realize the corresponding Majapahit hometown with hope. Due to realizing development programs that take cultural values need to be done in implementatif and concrete action for the success of the process of internalizing the values of the wisdom of local culture in the community. Realizing stages of SMH (Small, Middle And High Implementation) in the process of revitalization will succeed if the application uses the approach of PRA (Participatory Rural Appraisal) which means that the society is actively in the process of development. In the strategy planning revitalization Majapahit village as an educational tourism based on local wisdom, the public role to implement the SMH with the briefing of stakeholders concerned. This is the community stakeholders, Bappeda of Mojokerto, Preservation of cultural heritage Hall (BPCB) Mojokerto, and Office of the Youth Sports culture and tourism (Disbudpar).

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