



# Attraction of Religious Tourism Objects From Youth Perception

(Study on the Jesus Maria Oebelo Pilgrimage Park, Kupang Regency)

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**Abstrak** - The purpose of this study was to find out the reasons that encourage young people and their perceptions of visiting the Jesus Maria Oebelo Pilgrimage park based on attractions, amenities and accessibility. The research method used is a combination method. The results of the questionnaire calculation and direct observation in general show that more female visitors are 53% and 47% are male, or it can be concluded that in general women are more religious. The reasons that encourage them to visit in terms of the age of 17 -21 years are more because of an invitation from school friends, or peers, while the age range 23-26 tends to be due to personal encouragement to get a job, a mate and so on, while the age range is above 27-42 because invite or be invited by nuclear family, church groups, and from within to find a new atmosphere outside of work. While the perception of attractiveness for the results of the questionnaire calculation. The achievement indicator shows a score of 72% in the good category, the amenity score of 72% in the good category and 77% accessibility in the good category.

**Keywords:** *perception, attraction, amenities, accessibility*

## I. INTRODUCTION

### A. Background

There are several terms such as "millennial generation or Y" "generation Z" and "generation alpha", [1] based on the year of birth by experts themselves there are still differences but generally "millennial generation or Y" was born in 1980 to 2000, "generation Z" was born from 2001 to 2010 while the "alpha generation" was born from 2010 until now.

Various spiritual and physical needs need to be met and owned by young people, supported by financial aspects that come from their parents or from their own income. Various products or services offered by producers or through

influencers can be found easily and quickly because the internet is inseparable from their lives.

Internet can have a positive impact but can also be negative such as spending too much time in cyberspace can cause health problems both physically and mentally. Therefore [2] psychologically it is necessary for a person to get out of his house, out of his environment where he can get new ideas, new views to fill and complete his life needs, that tourism is one of the tools to generate healthy morals, can create a balance of character. -emotional nature; and sometimes tourism can also be a way of self-discovery, which can tell who "I am".

Young people are generally free to express their behavior when they are in tourist attractions such as beaches, culinary snacks and other tourist attractions that have an attraction such as a lively atmosphere, offer facilities designed to provide pleasure or can be said to be "anti-boring", and especially tourist attractions. It's a trend on social media. Slightly different when visited is a religious tourist attraction. As a special interest tourism category, there are characteristics of rigidity inherent in religious tourism objects; where the segment is based on a certain religion or belief, there are rules related to etiquette that are regulated especially if there is a religious celebration held at that place.

The Jesus Maria Oebelo pilgrimage park, Kupang Regency, which has an area of 5 hectares, is not only visited by Catholics but also to the public, this is based on the fact that during the construction and inauguration many parties, especially those of other religions, helped and participated. In terms of tourist attraction, which can be responded to by sensing "perception" is an open nature location surrounded by palm trees, visitors or pilgrims will find the placement of statues of Mary and Jesus at the bottom of the hill, behind the statue there are 2 lanes of incline roads with a slope of 45

degrees to get to the location. to the top of the hill, there is a building design to depict the story of the passion of Jesus in the form of a “lopo-lopo”, there is a religious celebration on the big day of the Catholics. The location and situation seem far from noise, and require more stamina for visitors or pilgrims if they want to pass the incline road to the top of the hill.

### **B. Research purposes**

1. To find out the reasons that encourage young people to visit the pilgrimage garden of Jesus Maria Oebelo
2. To find out Young People's Perceptions of Attraction, Amenity, Accessibility

### **C. Research Urgency**

The digital era has positive and negative impacts on young people, synergy is needed from the family and also the world of education and promotion of religious tourism objects, and their management also requires the participation of the government

## II. LITERATURE REVIEW AND PREVIOUS RESEARCH

### **A. Literature Review**

[3] Perception is the process by which individuals select, organize, and interpret input and information to create a meaningful picture of the world. Perception does not only depend on physical stimuli, but also stimuli related to the surrounding environment and the circumstances of the individual concerned.

[4] Perception aspects are:

a) Cognitive aspect, this component is composed on the basis of knowledge or information that a person has about the object. Relating to one's mind what is in the minds of consumers. Cognitive is rational, makes sense.

b) Affective aspect, the affective component relates to feelings of pleasure and displeasure, so it is evaluative which is closely related to cultural values or its value system. Relates to feelings, is emotional. It can be in the form of feelings of joy, sadness, joy, and joy.

c) Conative aspect, It is a person's readiness to behave in relation to the object of his attitude. relates to actions where the form is a person's action against the object.

[5] Religious tourism is a type of tourism that is closely related to activities or special places related to religious aspects of religion. Religious tourism is defined as a tourist activity to a place that has special meaning for certain religious people. These places can be places of worship and historical places for certain religions which have their own specificity and meaning.

[6] The definition of tourist attraction according to the Law of the Republic of Indonesia No. 10 of 2009 concerning Tourism Chapter I, article 5, also states the notion of tourist attraction, namely tourist attraction is anything that has uniqueness, beauty, and value in the form of the diversity of natural, cultural and man-made wealth that is the target or purpose of tourist visits. [2] The success of a tourist spot until it reaches a tourist area is very dependent on the 3A's, namely attractions, accessibility, and amenities. Continued

attraction is a significant component in which there is its own uniqueness to attract tourists consisting of a) natural resources b) cultural tourism attractions and c) man-made attractions themselves. While amenity (facilities) are all kinds of facilities and infrastructure needed by tourists while in tourist destinations, and accessibility is the most important thing in a tourism activity. All kinds of public transportation or transportation services are important access in tourism.

### **B. Previous Research**

[7] Hendrike Priventa, 2020 about "*Tradition of Pilgrimage at Maria Kendalisodo Cave, Bawen District, Semarang Regency*" the results of the study show that there is an acculturation of Javanese culture which can be seen in the ornaments of the path of the cross, Javanese style on the statue of Jesus, puppetry is very thick from the design of the Maria cave in Kendalisodo. Modernity makes human life more complicated and makes people meditate and make pilgrimages as a form of inner purification and self-isolation. The similarity between previous research and this research is that they both researched about Religious Tourism of the Pilgrimage Park with the Catholic segment, the difference is that the method used is a literature study (from the literature) specifically with an emic approach based on the views of local people, as well as interviews with managers while This research uses a mix method with the perception variables of attraction, amenity, accessibility which is owned by Taman Ziarah.

[8] Ni Kadek Mia Ayu Saputri, I Made Kusuma Negara, I Wayan Suardana, 2020 "*Millennial International Tourist Preferences to Badung*". The results of the study show that what is considered the most important is the price level of tourist destinations; second accessibility; the third is the quality of service, the fourth is the availability of lodging/hotels, the fifth is the availability of main and supporting tourism facilities, the sixth is the attraction of tourist destinations, the seventh is the promotion of tourist destinations, and the eighth is occupied by the image of tourist destinations by the millennial generation. The equation researching the millennial generation towards tourism objects, the difference in previous research using quantitative methods with three variables of characteristics, preferences and attitudes with a sample of 120 respondents. While this research is a mix method with four variables, namely perception, attraction, amenity, accessibility and specifically on religious tourism objects or special interests, respondents who are distributed questionnaires of 100 plus informants, namely managers.

[9] Alfitriani, Welly Andrika Putri, Ummasyroh "*The Influence of Component 4A on Tourist Revisit Interests at Bayt Al-Qur'an Al-Akbar Tourism Destinations, Palembang City*" The results of the research show that partially (t) tourist attractions and amenities affect the interest in visiting repeated, while amenity and ancillary service had no effect. Simultaneously (F) there is a significant influence between tourist attractions, amenities, accessibility and ancillary. The contribution of the independent variable is 66.8%. The

similarity of this research with previous research both uses attraction, amenity, accessibility variables, while the differences in previous research include ancillary service variables, while in this study there is a perception variable to be studied.

[10] Yulie Suryani, Vina Kumala, 2021 "*The Magnet of Religious Tourism as Community Economic Development in Kurai Taji, Padang Pariaman Regency*". The contribution of the religious tourism object at Syech Burhanudin's tomb in the coastal area of Ulakan Pariaman, West Sumatra, to the economy of the surrounding community, occurred in the absorption of labor at Syech Burhanudin's tourist attraction through small entrepreneurs; business opportunities for the community around religious tourism objects around Syech Burhanudin's grave include restaurants, grocery stores and various other types of businesses. The similarity with this research is to examine aspects of religious tourism. The difference between this study and previous research is that the research method used in previous research used qualitative methods, while this research method was a mix method. Previous research examined the economic impact of the existence of religious tourism objects (tombs) for the surrounding community, while this study emphasized the perception of young people about attractiveness (3A) religious tourism

[11] Hartiningsih, 2019, "*Potentials and Obstacles to the Development of Candi Agung Tourism Destinations in Hulu Sungai Utara Regency*" The results show that the Candi Agung tourism object has an attraction with its potential not only for historical tourism with various temple sites but also considered as a religious tourism object that This sacred place is considered a holy place and a blessing so that it is used by tourists as a place for thanksgiving or celebration events, but it is not maintained, there are no renewal of attractions, or other developments to attract visitors. The similarity of this research with previous research is researching about religious tourism objects. While the difference lies in the method used in previous research using qualitative methods, while this study uses a mix method

### III. METHOD

[12] Combined research method (mix method) is a research method that combines quantitative and qualitative methods to be used together in a research activity.

The location of this research is the Jesus Maria Oebelo Pilgrimage Park, Kupang Regency. The data collection technique is primary data through questionnaires and also interviews with 100 respondents using purposive sampling technique (which was determined by the researcher, namely visitors aged 17 to 42 years). While secondary data is through literature study, previous research and also interviews with the manager of the Jesus Maria Oebelo pilgrimage park. For quantitative data, the assessment criteria for indicators use a Likert Model attitude scale with weighting (1 to 5).

The statement items that become the assessment of respondents for attractions consist of: 1) located in hilly area,

2) There is a division in the form of two incline roads to commemorate sad events and happy events, 3) At the top of the hill there is the Chapel Building to pray for Catholics, 4) Sculptures depicting sad and happy events are placed in "lopo-lopo"-shaped buildings which are typical Timorese houses, 5) Attractive decorations were made according to the celebration of major Catholic holidays.

The statement items that become the assessment of respondents for amenity consist of: 1) Spacious parking space, 2) Availability of buildings intended for seminars for the public, 3) Objects / equipment for prayer available (candles and so on), 4) Spiritual service by the management, 5) Public toilet

The statement items that become the assessment of respondents for accessibility consist of 1) The location can be reached by vehicle, 2) The incline to the chapel at the top of the hill in the pilgrimage garden can be reached by vehicle as well as on foot

For the Assessment Criteria for indicator 3A, the Indicator Achievement Formula is used. With the formula [13] Riduwan, 2010:88) as follows:

$$CI = (\sum JR) / (SI) \times 100\%$$

CI= Achievement indicator.

JR= Number of respondents' answers.

SI = Ideal score

Modified:

81%-100% = Very Good

61%-80 % = Good

41%-60%= Quite Good

21%-40% = Not Good

0% - 20% = Not Very Good

## IV. RESEARCH RESULT

### 1. Overview of the Jesus Maria Oebelo Pilgrimage Park, Kupang Regency

Figure 1 Statue of Jesus Maria Oebelo, Kupang Regency



Source : Research Documentation, July 2022

The Pilgrimage Park, which is located on the arid island of Timor, will be 9 years old in 2022 since it was inaugurated on November 25, 2013. Previously, the idea of a pilgrimage garden by Catholics in the Kupang archdiocese could be

realized from a piece of land that was donated by a devotee, namely Yoseph Soleman to the Archbishop of Kupang Mgr Petrus Turang with a land area of five hectares and located in a hilly area. Based on interviews with the administrators, at the beginning of the inauguration a lot of people came, especially the parishioners of the Kupang Archdiocese, but on the way now it is no longer as crowded as before, this is understandable because the people are enthusiastic about new things. The pilgrimage garden will be crowded by pilgrims usually in May and October where by Catholics it is celebrated as the Month of Mary and October is celebrated as the Month of the Rosary.

Figure 2 Warning Board for every pilgrim who comes to visit



Source : Research Documentation, July 2022

**2. General description of respondents and Reasons that encourage them to visit**

Based on the results of the questionnaire calculations obtained the following data

Table 1 Respondents by Gender

No	Description	Amount	Percentage
1	Man	47	47
2	Woman	53	53
Total		100	100

Source : Questionnaire calculation results, 2002

Table 1 shows that based on gender, the majority of respondents are women as much as 53% compared to 47% of men. At the time of observation, although the numbers could not be ascertained, it was found that the pilgrims who visited the pilgrimage park a lot were women. It can be said that women are more interested in religious things.

Meanwhile, based on age from the calculation of the questionnaire, the data obtained are as follows

Based on table 2 below, it can be seen that the most visitors to the Jesus Maria Oebelo pilgrimage park aged 22 to 26 years were 26 people.

The reasons that encourage them to visit the pilgrimage park are divided into several categories.

Table 2 Respondents by Age

No	Description	Amount	Percentage
1	17-21	21	21
2	22-26	26	26
3	27-31	24	24
4	32-36	17	17

5	37-42	12	12
Total		100	100

Source : Questionnaire calculation results, 2002

Based on the results of the questionnaire and also the results of interviews, here are some reasons that encourage them to visit the pilgrimage garden of Jesus Maria Oebelo

- a) Because invite friends from the same school, invite friends of the same age, invite basic groups of people. Based on the results of the questionnaire and the results of the interview, the answers tend to be chosen by visitors aged 17-21 years. It can be said that this age is still in the school age category (High School to College Students). The role of friends still dominates in making decisions to visit a place.
- b) Because there is a special intention or request to God. This answer category tends to be chosen by those aged 21 years and over with the age limit in this study being 42 years. This could be due to the increasing understanding of religious life and the complex problems of life. For this category of answer choices, those aged 22-26 prefer to get a job, get a mate and so on.
- c) Other answers are in the form of inviting or being invited by family, or unwinding from daily work. This answer also tends to be chosen 32 years and over with an age limit of 42 years

**C. Respondents' Perceptions of Attractions, Amenities and Accessibility**

Table 3 Respondents' Answers To Attraction

Statement Item	ΣJR	SI	CI (%)	Category
1	366	500	73	Good
2	350	500	70	Good
3	350	500	70	Good
4	376	500	75	Good
5	354	500	71	Good
	1796	2500	72	Good

Source : Questionnaire calculation results, 2002

In Table 3 above, it is known that respondents' perceptions of attractions with the highest achievement indicators in statement 4 "Sculptures depicting sad and happy events are placed in "lopo-lopo" (shaped buildings which are typical Timorese houses) " with an indicator achievement of 75. Overall the average outcome Indicator for attraction is in the Good category, which is 72%

Table 4 Respondents' Answers To Amenity

Statement Item	ΣJR	SI	CI (%)	Category
1	361	500	72	Good
2	360	500	72	Good
3	330	500	66	Good
4	398	500	80	Good

5	354	500	71	Good
	1803	2500	72	Good

Source : Questionnaire calculation results, 2002

In Table 4 above, respondents' perceptions of the amenities that have the highest achievement indicators in the 4th statement item "Spiritual service by the management" has the highest indicator achievement score (80%). Overall the average outcome Indicator for amenity is in the Good category, which is 72%

Table 5 Respondents' Answers To Accessibility

Statement Item	$\Sigma$ JR	SI	CI	Category
1	376	500	75	Good
2	390	500	78	Good
	766	1000	77	Good

Source : Questionnaire calculation results, 2002

In Table 5 above, respondents' perceptions of the amenities that have the highest achievement indicators in the 2th statement item "The uphill road in the pilgrimage can be crossed by vehicle and also by foot" has the highest indicator achievement score (78%). Overall the average outcome Indicator for amenity is in the Good category, which is 72%

## V. CONCLUSION

### A. Conclusions

1. The reason for the younger generation to visit the pilgrimage park is caused by the invitation of school friends, the same age, one group is more dominated for those aged 17 to 21 years (the role of friends is very dominant). As for the age of 21 to 31 years is dominant because of personal encouragement (there are certain prayers). While the age of 32-42 years because of the awareness of religious life and also a place to reflect and calm down with family
2. Based on gender, the most frequent visits to the Jesus Maria Oebelo pilgrimage park, Kupang Regency are women, it can be concluded that women are more interested in religious matters.
3. While the perception of attractiveness for the results of the questionnaire calculation. The achievement indicator shows a score of 72% in the good category, the amenity score of 72% in the good category and 77% accessibility in the good category.

### B. Sugestion

1. Cooperating with local governments in repairing the entrance to the pilgrimage park
2. Consideration of land arrangement around the parking area can be used by the surrounding community to be able to sell their garden products
3. Scheduling for the cleaning of each "lopo-lopo" built by each parish within the Archdiocese of Kupang

4. Objects for worship such as candles, rosaries and statues need to be equipped for visitors who want to make pilgrimages

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