



Optimizing Local Potential and History Site as Creative Economy Support (Case Study of Sunan Giri Gresik Religious Tourism)

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Abstract

Religious tourism is one of the significant creative economy potentials in Indonesia, especially in Gresik Regency which has a rich Islamic historical and cultural heritage. This article discusses how Sunan Giri's tomb in Gresik became an attractive religious tourism center, driving creative economy development in the area. The research uses a literature study method to analyze the relationship between tourism, the creative economy, and local potential, particularly around the tomb of Sunan Giri. Through literature and policy exploration, the article explores the concept of creative economy, religious tourism industry, and factors that support the development of tourism-based creative economy. The results and discussion show that the growth in domestic and foreign tourist visits to the tomb of Sunan Giri provides opportunities for local economic development. The Gresik District Government has included religious tourism as a major focus in the RPJPD to capitalize on this local potential. Various creative economic development strategies in the religious tourism sector include local product development, arts and cultural development, and utilization of existing infrastructure and labor resources. Sunan Giri's tomb was identified as a strategic asset to drive local economic growth through religious tourism based on its unique history and culture.

Keywords: Creative Economy, Sunan Giri's Tomb, Religious Tourism

Introduction

Indonesia is a country that has a lot of tourism potential. The natural resources that are the source of Indonesia's wealth provide interesting potential in the fields of plantations, mining, agriculture, industry and tourism. Tourism is one of the most important economic sectors in Indonesia and the world [1]. Cultural and religious diversity is one of the factors of tourism potential in Indonesia. Tourism is also the fastest growing sector so that it can become the second largest economic sector because it has contributed to the country's foreign exchange. In 2019 the tourism sector contributed 5.0% of Indonesia's gross domestic income (GDP), this was mentioned by the Organization for Economic Co-Operation and Development (OECD) in the Tourism Trends and Policies 2022 report [2]. However, in 2020, due to the impact of Covid-19, the contribution of tourism to GDP decreased by 56% to only 2.2% of the total economy. Even so, in 2023 after Covid-19, tourism in Indonesia has started to improve like before Covid-19. [3], [4]. Tourism is expected to be an important activity for the economy in the 21st century, this is mentioned by experts. If a country's economy is planned and integrated, then the role of tourism will exceed that of oil and gas (oil and natural gas) and other industries. In this way, tourism acts as a catalyst for development (agent of development) and also accelerates the development process itself. One industry that is currently developing and promising is tourism and the creative economy [4].

In addition to being a supplier of economic foreign exchange for Indonesia, tourism can also support the creative economy. The creative economy is a developing economic concept, based on creative assets to generate economic growth and development [4]. As a support for the creative economy in an area, it can utilize existing potential, such as the existence of tourism that can be visited by tourists. Almost all regions of Indonesia try to utilize the potential of the region for tourism, such as mountainous or rural areas that utilize their natural potential as tourism that offers natural beauty. Likewise with areas that have historical potential such as Gresik district. Gresik Regency is an area which has diverse potentials, such as the religious, cultural and Islamic history tourism sectors. The Regency is the only area that has two sunan tombs, namely the tomb of Sunan Giri, the tomb of Sunan Maulana Malik Ibrahim, besides that Gresik Regency also has quite a lot of cultural heritage/sites that must be preserved, including the Sunan Giri history museum, Sunan Prapen Tomb Complex, Manyar District Pump House Site, Kanjeng Sepuh Hall, and various other cultural heritage. The potential that exists in Gresik Regency is the potential for religious tourism, where religious tourism is the activity of traveling to tourist attractions that have religious values [5], [6].

Religious tourism can also be used as the potential of an area. Sunan Giri religious tourism is an interesting tourist destination because it is related to history and culture. Optimizing the potential and local history can help develop this religious tourism sector and build an alternative economy. Tourism and creative economy are interrelated and if

managed properly, can have a synergistic effect on each other. The concept of tourism activities can be defined by three elements. There must be *something to see, something to do, and something to buy*. *something to see*, relates to the attractiveness of a tourist destination, *something to do* relates to tourism activities in a tourist destination, and *something to buy*, refers to souvenirs that represent a tourist destination that tourists buy as personal souvenirs. With these three components, the creative economy can buy something through the construction of innovative goods that are exceptional to the region [7]. Gresik Regency has distinctive and unique crafts that can be utilized to empower the local community. Crafts and specialties in Gresik such as *damar kurung* crafts, typical gresik food such as *pudak*, *songkok*, *woven sarong*, *gresik batik* which can be sold at Sunan Giri as souvenirs for tourists after visiting the tomb of Sunan Giri [7] This can optimize the creative economy in Gresik Regency by utilizing its local wisdom supported by the religious tourism destination of Sunan Giri tomb.

Method

The research method used in this research is through literature study or literature study. Literature research is a method of collecting data by understanding and examining theories from various literatures related to research [8]. In this article, the author also relies on data sources from the Gresik Regency RPJMD and Gresik Regency RPJPD to pay attention to how tourism development is a mainstay sector that supports economic activities, especially local potential in Gresik Regency.

Result and Discussion

Creative Economy

The creative economy is essentially an economic activity that prioritizes creativity to think so as to create something new and different which in its development has value and is profitable. The creative economy is known as an economic activity that makes creativity as a cultural and environmental heritage as the hope of the nation in the future, which in essence productivity is born from the wisdom of people. Local knowledge and skills are actualized by the community in the development of culture. Community skills are supported by cultural and geographical characteristics as features of the place where the community lives. The creative economy industry is an interrelated part of the creative economy. Creative industries are businesses that depend on on skills, aptitudes and ingenuity that have the latent to improve welfare[9] Basically, the originality of talent and skills of a person can be used to create innovations such as employment by utilizing available resources and technology so that the products produced can be highly competitive.

Religious Tourism

Tourism is an overall activity related to tourism and is multidimensional and multidisciplinary in nature that arises as a form of the needs of every person and country as well as interactions between tourists and local communities, fellow tourists, the Government, Regional Governments, and entrepreneurs [10] Tourism destination areas, hereinafter referred to as Tourism Destinations, are geographical areas within one or more administrative areas in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities that are interrelated and complement the realization of tourism. Creative economy-based tourism is able to combine local beauty and culture. Religious tourism itself is a travel activity carried out by people individually or in groups, with the main purpose of enjoying pleasure and beauty, but with restrictions set by religious values[11] A cultural heritage or relic in an area that has religious value can also be called religious tourism and a potential area region.

Creative Economy based on Religious Tourism

Religious tourism is defined as a tourist activity to places that have special meaning for religious people, usually in the form of places of worship, tombs of scholars, or interesting ancient sites[11]. The development of a religious tourism model involves a wide variety of technical activities that aim to create a meaningful and satisfying experience for religious tourists. One important technical activity in the development of this model is documentation. The development team needs to conduct in-depth studies related to historical or holy places, as well as collect historical, cultural, and spiritual information [12]. Creative economic development based on culture and local wisdom is an alternative solution to stimulate creative economic development to be able to be independent and develop businesses, especially in the regions.

In general, every region has potential products that can be captured and developed. In general, the uniqueness of a country's regions and tourism requires creative performances that create cultural diversity in order to influence the arrival of visitors to the country. The government supports and issued the latest presidential directive on economic

development. This directive contains guidelines that apply for all groups without exception. The government is committed to supporting economic programs to develop a trade revolution that focuses on managing economic activities based on creativity to produce products and services of economic value.

RESULTS AND DISCUSSION

Sunan Giri's tomb is a religious-based vacation industry which the potentials in Gresik Regency. The number of domestic and foreign tourist visits to Gresik Regency in 2021-2023 has increased every year. Tourist visits to the tomb of Sunan Giri experienced a significant increase in 2022, because the Covid-19 period had begun to decline so that tourism had opened normally again [13]. With the increase in the number of tourists, it can be an opportunity to increase the economy of Gresik Regency. This is also one of the Regional Long-Term Development Plans (RPJPD) of Gresik Regency, which makes tourism a mainstay sector that can support economic activities. To support the creative economy of Gresik Regency which utilizes the local potential of Sunan Giri's tomb, it is necessary to develop a creative economy. There are 10 stages carried out for the development of the creative economy [9]:

1. Knowing that the creative economy not only provides economic benefits, but also generates non-monetary value that contributes significantly to the achievement of inclusive and sustainable community empowerment. Gresik Regency has local potential that can support the creative economy, one of which is the tomb of Sunan Giri. Sunan Giri's tomb can be a local potential that can empower the community by making typical Gresik handicrafts that have not been sold in the Sunan Giri area as souvenirs typical of Gresik after visiting Sunan Giri's tomb.
2. Culture is used as a driver of economic, social and environmental development processes, because positive changes can occur in a society that is influenced by culture. Culture used as a driver of economic, social and environmental development processes can be in the form of cultural assets that have historical and spiritual value, such as the tomb of Sunan Giri in Gresik. This tomb has significant cultural value in the history of Islam in Indonesia and can be an economic driver through the development of religious and cultural tourism. Sunan Giri's tomb as an economic driver: The tomb of Sunan Giri, as one of the oldest tombs in Indonesia, has great potential in driving the regional economy through the development of religious and cultural tourism. The development of religious and cultural tourism around the tomb can increase tourist visits and help increase community income.
3. Find prospects by recording the creative economy resources in the region. This investigation will be the foundation for developing follow-up programs in this sector. In discovery prospects by mapping creative economic resources in the area, we can scrutinize the local potential of Sunan Giri's Tomb located in Gresik Regency. Sunan Giri's tomb is one of the ancient sites that has high cultural and religious values. By employing this local potential, follow-up programs can be developed in the creative economy sector. The local potential of Sunan Giri's Tomb can be identified through several aspects, among others:
 - a. Tourism: Sunan Giri's tomb can be an attraction for religious and cultural tourism. Local and foreign tourists can visit this tomb to learn about the history and culture of Islam in Indonesia. In developing this kind of sector, various activities can support such as provision of accommodation facilities, restaurants, and souvenir shops that highlight local products.
 - b. Arts and Culture: Sunan Giri's tomb can also be a center for arts and cultural development. In this case, activities such as traditional art performances, art exhibitions, and arts and crafts training can be conducted. This will provide opportunities for local artists and craftsmen to develop their creativity and expand the market for arts and crafts products.
4. Establishment the indication base through careful data assembly is a important investment for coherent creative economic development policies in the region. The growth in the number of visitors from domestic and abroad has become evidence that the religious tourism of Sunan Giri's tomb can be a special policy carried out by the government in empowering the creative economic development of Gresik Regency.
5. The creative economy in developing countries relies heavily on informal cultural systems, processes and institutions, and is far removed from the public sector, making the creative economy important in setting appropriate policies. Examine the relationship between the informal and formal sectors in the industry, while family and friends are the main investors for creative entrepreneurs.
6. Analyze the critical success factors that will help pave the way for regional creative economy development. These success factors include the availability of infrastructure and labor resources, the existence of intellectual property laws, and the availability of access to global markets. Regional creative economy development

requires several interrelated factors that influence success. These factors include the availability of infrastructure and labor resources, the existence of intellectual property laws, and the availability of access to global markets. In this analysis, we will look at how these factors relate to the local potential of religious tourism at Sunan Giri's Tomb in Gresik Regency.

a. Availability of Infrastructure and Labor Resources

Available infrastructure and labor resources affect the success of regional creative economy development. The availability of infrastructure such as roads, electricity, water and good communication enables micro, small and medium enterprises (MSMEs) to operate effectively and efficiently. Skilled labor resources and specialized skills are also very important to improve the quality of goods and amenities produced by MSMEs. In the milieu of religious tourism of Sunan Giri's Tomb, the availability of adequate infrastructure and skilled labor resources can help improve the quality of Sunan Giri Tourism ecosystem. In the context of religious tourism at the Sunan Giri Tomb, the availability of adequate infrastructure and skilled labor resources can help improve the quality of service and experience of tourists visiting the tomb.

b. Existence of Intellectual Property Law

Clear and effective intellectual property laws influence the success of regional creative economy development. Such laws should ensure that copyright and intellectual property rights can be protected and guaranteed, so that innovation and creativity can develop optimally. In the context of religious tourism of Sunan Giri's Tomb, the existence of clear intellectual property laws can help protect copyright and intellectual property rights related to the culture and religious traditions associated with the tomb.

c. Availability of Access to Global Markets

Easy access to global markets affects the success of regional creative economy development. The availability of access to global markets allows MSMEs to increase sales of their products and services to the international level, thereby increasing community income and welfare. In the context of religious tourism at Sunan Giri's Tomb, the availability of access to global markets can help increase the number of tourists visiting the tomb, thereby increasing the income and welfare of the local community.

7. Invest in sustainable and creative business development across the value chain. This means local learning and innovation must be supported. Without it, there will be no new talent or new creative businesses. Sustainable and creative business development in the Sunan Giri religious tourism value chain in Gresik Regency can be done by developing products and services based on local culture and religion. For example, the development of high-impact products that drive the regional creative economy based on Gresik's distinctive culture, such as songkok, woven sarong, batik Gresik, udeng Gresik, or damar kurung can be part of a creative business development strategy. In addition, the advance of religious tourism services based on the distinctiveness of Sunan Giri, such as religious tourism based on history and culture, can be an attraction for tourists seeking a unique religious and cultural experience.
8. Creating new opportunities for cultural entrepreneurs in business and social networking, involving them in marketing activities and providing suitable locations for the development of the socio-cultural fabric of the community structure of the community. With the development of superior regional products typical of Gresik which can create opportunities for local people for business and the availability of a supportive location, namely the Tomb of Sunan Giri which can become a religious tourist spot with visitors who can make superior products typical of Gresik as souvenirs by the region.
9. Participate in international cooperation to enable productive shared learning and exchange of information and experience. International cooperation can play a role in promoting and expanding understanding of cultural heritage and local history. Through international cooperation, information and experiences about Sunan Giri's Tomb can be shared with the international community, thereby increasing awareness and interest of people from different countries to visit and learn more about the site. In addition, international cooperation can also assist in the development of infrastructure and facilities around Sunan Giri's Tomb. This can have a positive impact on tourism development, the local economy, and the welfare of the surrounding community.
10. Integrate culture into local economic and social development programs and make it number one, even in the face of competition. In the RPJPD Gresik Regency has regulate legally for tourism potential in Gresik Regency. This religious cultural legacy is one of the local potentials that visited by many domestic and foreign tourists. This can be an opportunity for the government to carry out economic development through the local potential of the region.

Conclusion

Religious tourism, particularly at the tomb of Sunan Giri, has huge potential in driving the regional economy through the expansion of religious and cultural tourism. Religious tourism can boost tourist visits and support community income. By employing this local potential, continuation programs in the creative economy sector that involve various parties, such as local government, businesses, local communities, and local people. These programs may comprise infrastructure advance, skills training, tourism upgrade, and financial support for creative businesses. Numerous tourist from domestic and foreign countries has become indication that the religious tourism of Sunan Giri's tomb can be a distinct policy carried out by the government in empowering the creative economic development of Gresik Regency.

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