

# VILLAGE GOVERNMENT'S STRATEGY IN DEVELOPING THE POTENTIAL OF THE VILLAGE FOR RELIGIOUS TOURISM THE TOMB OF SYEKH MAULANA MIMBAR IN PADAKATON VILLAGE KETANGUNGAN DISTRICT BREBES DISTRICT

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## Abstract

This study aims to determine the Village Government's Strategy in Developing the Potential of the Religious Tourism Village of Syekh Maulana Mimbar's Tomb in Padakaton Village, Keuntungan District, Brebes Regency. This research uses qualitative research methods. The research design uses a descriptive design. Data collection techniques use observation, interviews and documentation.

The results of this research include: 1) The potential of the Tomb of Sheikh Maulana Mimbar which is able to increase the number of tourist visits 2). The strategies undertaken by the village government in developing tourism potential are strategies to increase the role of government and society, strategies to improve facilities and infrastructure, tourism promotion strategies, community development and empowerment strategies. 3) The driving factor in the process of developing the potential of a religious tourism village is its lineage that reaches the Sultanate of Banten and Sunan Gunung Djati Cirebon. The inhibiting factor is the lack of promotion and innovation in the process of developing religious tourism

**Keywords:** Strategy, Village Government, Religious Tourism

## 1 INTRODUCTION

The existence of tourism is closely related to human life both as individuals, as members of society, and as a nation within a country. Traveling as a need for everyone is certainly motivated by the desire to see and enjoy the uniqueness (differences) found in tourist destination areas that are not available in the region of origin, both the uniqueness of natural conditions and socio-cultural life. (Ardika, 2007:26).

Quoted from one of the ministry's tourism programs through the development of super priority tourism destinations in 2022, it was explained that there were 5 super priority tourism destinations to be developed in 2022. From this program, it can be seen that the direction of national tourism development is towards natural tourism and cultural tourism. The motility of tourism development penetrates into various terminologies including sustainable tourism development, village tourism, and ecotourism is a tourism development approach that seeks to claim that tourism can be carried out in non-urban areas. (J, Muljadi A., 2009).

The existence of villages is a basic element of the Indonesian constitutional system, and each village has its own set of social, cultural and other values as well as norms and practices. In fact, the individuality of each community offers great potential for initial capital growth at the village level. Currently there has been an increase in village development, one of which is the creation of tourist villages. In Indonesia, the growth of the tourist community is currently growing increasingly rapidly. This is useful for accelerating growth and also for increasing the welfare and prosperity of society.

Development and development of tourist sites or tourist attractions is now a development priority to attract new visitors and maintain existing ones. Religious tourism is one of the many types of tourism that can be found in Indonesia. This is based on customs that are often followed during religious tourism, such as pilgrimages to the graves of pious people and visiting places that local residents consider holy and sacred, such as mosques or tombs that have significant historical value for Muslims.

Religious tourism or religious trips aim to increase spirituality and provide new perspectives on diversity. After all, the purpose of a religious journey is to quench one's spiritual thirst and replenish a dry soul so that it can be wet again with religious wisdom. The religious tourism referred to here is religious tourism, most of which is pilgrimage tourism, which includes visiting tombs or what is usually referred to as *ziarah* (visiting tombs/cemeteries).

Syekh Maulana Mimbar is a religious leader in Padakaton Village, Keuntungan District, Brebes Regency, who is a scholar who spreads Islam in Padakaton Village. The tomb of Syekh Maulana Mimbar, which is located in Padakaton Village, has the potential to be developed and considered sacred by the surrounding community and has the potential to attract visitor interest, such as increasing spiritual quality in the comfort of worship, adding insight into history related to the previous scholars. But currently its specific existence has not been paid much attention by the local government. The hope of the residents from the many visitors should be that the Tomb of Sheikh Maulana Pulpit be made a religious tourism destination that can make it a hallmark of Padakaton Village

From the above background, the author is interested in carrying out research entitled "Village Government Strategy in Developing the Potential of a Religious Tourism Village. The Tomb of Sheikh Maulana Mimbar in Padakaton Village, Kejiwaan District, Brebes Regency"

## **2 METHODOLOGI**

### **2.1 Research Approach**

The research approach used by researchers is a qualitative approach. The research approach used by researchers is a qualitative approach. According to Moleong (2017:6) qualitative research is research that produces analytical procedures and does not use statistical analysis procedures or other methods of quantification. Furthermore, Moleong (2017:6) Qualitative research is research that aims to understand phenomena regarding what is experienced by research subjects, for example behavior, perceptions, motivation, actions, etc. The author chose 8 respondents consisting of five elements, namely village government, cemetery managers, religious leaders, tourists and the local community. These respondents were considered to be in accordance with the aims and objectives required in research on the Village Government Strategy in developing the potential of the Religious Tourism Village of Sheikh Maulana Mimbar's Tomb in Padakaton Village, Kejiwaan District, Brebes Regency.

### **2.2 Data Collection Technique**

Data collection techniques are the most strategic step in research, because the main aim of research is to obtain data. Without knowing data collection techniques, researchers will not get data that meets the established data standards (Sugiyono, 2016: 224). In this case there are 3 data collection techniques, namely observation, interviews and documentation.

### **2.3 Data Analysis Technique**

Analysis while in the field The Miles and Huberman model suggests that activities in qualitative data analysis are carried out interactively and continuously until complete, so that the data is saturated (Sugiyono, 2016: 246). Activities in data analysis are, data reduction, data display, and conclusion drawing/verification.

### **2.4 Presentation of Analysis Results Techniques**

According to Sugiyono (2016: 341), qualitative methods in qualitative research can present data in the form of brief descriptions, charts, relationships between categories, flowcharts and the like. Researchers in presenting data with descriptive qualitative methods whose analysis results are presented using narrative text.

## **3 RESULT**

### **3.1 Potensi yang dimiliki Makam Syekh Maulana Mimbar**

Based on the large potential for religious tourism at the grave of Sheikh Maulana Mimbar, this is because the people there are known to be religious, there is the grave of a saint who was

a propagator of Islam in Padakaton Village who is a descendant of the Banten sultanate and Sunan Gunung Djati Cirebon. Due to the potential of the tomb of Sheikh Maulana Mimbar, this has prompted the community to encourage the village government to pay more attention to this potential and make efforts to ensure that this tomb can be developed as a religious tourism site, as well as the utilization and management of religious tourism. The village government also takes part in development and outreach to the village community. Padakaton so that religious tourism becomes better.

Sheikh Maulana Mimbar is a cleric who has a pedigree that goes back to the Sultanate of Banten and to Sunan Gunung Djati Cirebon, and a cleric who was influential in spreading Islam in Padakaton Village. His famous fragrant grave is visited by many pilgrims both local and outside the area. Inside the cemetery fence area there are several graves of other scholars who are also regularly visited by pilgrims. Their graves are quite far from residential areas so that people who come on pilgrimage feel calm and away from the crowds. His specialty is that he is also someone who is very simple, his simplicity is proven by his tomb which does not want to be restored to make it beautiful, only a fence surrounds his tomb. At this tomb, if there are pilgrims who have bad intentions, something strange will happen and it will immediately happen on the spot.

There is also a mosque left by Sheikh Maulana Mimbar which was formerly called the Baeturrohman Baeturrohim Mosque which has now been renamed the Al-Mimbari Mosque.

### **3.2 Village Government Strategy in developing the potential of the religious tourism village of Sheikh Maulana Mimbar's Tomb**

Based on the research results, there are several strategies including the following:

#### **3.2.1 Strategy for the role of government and society in developing religious tourism objects**

The village government takes part in directing the community to maintain and preserve existing customs, in addition to revitalizing and increasing religious, socio-cultural and economic activities of the community. This is directed at increasing the ability of the community to meet basic needs such as clothing, food and shelter. The contribution of the community and the village government has a big influence on the development of tourist attractions at the grave of Sheikh Maulana Mimbar and there needs to be mutually sustainable cooperation.

#### **3.2.2 Strategy for improving facilities and infrastructure**

Tourist facilities are the completeness of a tourist destination area that is needed to serve the needs of tourists in enjoying their tourist trip. Meanwhile, tourist infrastructure is natural resources and man-made resources that are absolutely needed by tourists on their journey to tourist destinations, such as roads, electricity, water, telecommunications, terminals, bridges and so on.

The village government fully supports the development process of Sheikh Maulana Mimbar's grave, such as providing funds which are used to add various facilities in order to provide maximum services for pilgrims. Facilities and infrastructure that have also been developed in this religious tourism include road access to the tomb which has been repaired, the creation of a large parking area, and lighting in the parking area.

#### **3.2.3 Tourism Promotion Strategy**

The promotion carried out in the activity of introducing Waliyullah's tomb, namely the tomb of Sheikh Maulana Mimbar, can influence tourists to visit this place. The commonly known promotion is marketing communication by offering products that have selling value, such as spreading information on social media regarding the tomb of Sheikh Maulana Mimbar. which has the potential and history to attract visitors, so far the public has only introduced it by word of mouth and there have been no new innovative efforts in promoting religious tourism at the grave of Sheikh Maulana Mimbar.

#### **3.2.4 Masyarakat Community Development and Empowerment Strategy**

In the principles of good tourism governance, methods are needed to empower and facilitate the involvement of local communities in the development process, so that they can

maximize the social and economic benefits of tourism activities. Good development management, there will definitely be superior resource management to support the continuity of the modernization and rejuvenation process in the management of a religious tourism destination which requires special training as a process of developing human resources with all their potential.

Communities are an important resource in the tourism sector, so tourism planning should focus on increasing local community participation and community capacity building. The determining factors that are very important in realizing community empowerment through tourism are determined by the regional administration system, fair benefit sharing, community involvement, community mobilization and participation, community welfare, infrastructure development, economic return, job opportunities for local communities, policies clear, community-friendly culture, local development, demand for skilled personnel in the tourism sector, environmental quality and visitor experience, and efficient use of resources.

The Padakaton Village Government has planned various strategies related to community empowerment in an effort to carry out socialization on community empowerment with the aim of creating an atmosphere that allows the community's potential to develop optimally, as well as providing guidance and support so that the community is able to carry out their roles and tasks to achieve successful religious tourism management. Good.

### **3.3 The driving factors and potential inhibiting factors at the tomb of Sheikh Maulana Mimbar**

Internal factors that encourage the development of religious tourism objects at the tomb of Syekh Maulana Mimbar from observations show that this tomb is located in Padakaton Village, Keuntungan District, Brebes Regency, which is known for its very religious community, even Padakaton Village is a religious area where the majority of the population embraces Islam. Syekh Maulana Mimbar was also the first Islamic preacher in Padakaton Village who had a lineage from the Banten sultanate to Sunan Gunung Djati Cirebon. The external factors that encourage the development of religious tourism objects at the Tomb of Syekh Maulana Mimbar in Padakaton Village, Keuntungan District, Brebes Regency are the increasing number of people making pilgrimages to become the main support for developing religious tourism of Sheikh Mualana's grave. Sheikh Maulana Mimbar, and the role of caretaker as manager is a top priority. While the inhibiting factors are things that cause the goals and implementation that have been set cannot be achieved properly. The worrying factor is that until now the potential for religious tourism in Padakaton Village is still lacking in promotion and innovation for the development of Syekh Maulana Mimbar's tomb.

## **4 CONCLUSIONS**

1. The potential of the tomb of Sheikh Maulana Mimbar in Padakaton Village, Keuntungan District, Brebes Regency, is a potential that has been visited by many local and foreign tourists, because of the history of Sheikh Maulana Mimbar which has important historical value for Muslims
2. The village government's strategy in developing religious tourism at the tomb of Syekh Maulana Mimbar is 1) increasing the role of government and society in developing religious tourism objects, namely the village government takes part in directing its people to be able to maintain and preserve existing customs, in addition to reviving and improving community religious, socio-cultural and economic activities; 2) improve facilities and infrastructure, namely by providing funds that are used to add various facilities in order to provide maximum service for pilgrims; 3) promotion of religious tourism, namely disseminating information on social media about the tomb of Sheikh Maulana Mimbar and 4) fostering community empowerment, namely holding socialization of community empowerment with the aim of creating an atmosphere that allows the community's potential to develop optimally, and can provide guidance and support so that the community is able carrying out roles and tasks in order to achieve good management of religious tourism.

The result of the implementation of several strategies is increasing the number of visitors every day, and the village government fully supports the fulfillment of facilities and infrastructure such as providing solar lights installed in the cemetery parking area.

3. Encouraging and inhibiting factors in the development of religious tourism objects at the grave of Sheikh Maulana Mimbar. The internal factors that encourage the development of religious tourism at the tomb of Sheikh Maulana Mimbar are its genealogy which reaches back to the sultanates of Banten and Sunan Gunung Djati Cirebon. The pulpit, and the role of the caretaker as manager are the main priorities. Meanwhile, the factor that hinders the development of religious tourism objects at the tomb of Sheikh Maulana Mimbar is the lack of promotion and innovation in developing the tomb.

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