

Local Culture-Based Tourism Development Strategy in Madura Regency: Potential and Challenges

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ABSTRACT

Tourism based on local culture in Madura Regency has great potential in supporting economic growth and cultural preservation. This study aims to analyze the impact of local culture-based tourism development on community welfare (SDGs Goal 8) and cultural sustainability (SDGs Goal 11). The method used is a qualitative descriptive approach with thematic data analysis from in-depth interviews, observations, and literature studies. The results of the study show that the development of tourism based on local culture creates new economic opportunities, such as an increase in employment of up to 20%, an increase in community income of 15%, and local participation of up to 40%. In addition, tourism also plays an important role in the preservation of cultural traditions, with an increase in the number of annual cultural festivals and the preservation of cultural sites by up to 15%. However, challenges such as low public education and the threat of modernization require a comprehensive management strategy. With collaboration between the government, the community, and business actors, the development of local culture-based tourism in Madura can continue to provide economic benefits while preserving cultural heritage. This research provides recommendations to strengthen community training, improve tourism promotion, and utilize digital technology in the preservation of local culture.

ABSTRAK

Pariwisata berbasis budaya lokal di Kabupaten Madura memiliki potensi besar dalam mendukung pertumbuhan ekonomi dan pelestarian budaya. Penelitian ini bertujuan untuk menganalisis dampak pengembangan pariwisata berbasis budaya lokal terhadap kesejahteraan masyarakat (SDGs Goal 8) dan keberlanjutan budaya (SDGs Goal 11). Metode yang digunakan adalah pendekatan deskriptif kualitatif dengan analisis data tematik dari hasil wawancara mendalam, observasi, dan studi literatur. Hasil penelitian menunjukkan bahwa pengembangan pariwisata berbasis budaya lokal menciptakan peluang ekonomi baru, seperti peningkatan lapangan kerja hingga 20%, peningkatan pendapatan masyarakat 15%, dan partisipasi masyarakat hingga 40%. Selain itu, pariwisata juga berperan penting dalam pelestarian tradisi budaya, dengan adanya peningkatan jumlah festival budaya tahunan dan pelestarian situs budaya hingga 15%. Namun, tantangan seperti rendahnya pendidikan masyarakat dan ancaman modernisasi membutuhkan strategi pengelolaan yang komprehensif. Dengan kolaborasi antara pemerintah, masyarakat, dan pelaku usaha, pengembangan pariwisata berbasis budaya lokal di Madura dapat terus memberikan manfaat ekonomi sekaligus melestarikan warisan budaya. Penelitian ini memberikan rekomendasi untuk

KEYWORDS:

Culture-based Tourism; Community Welfare; Cultural Preservation.

KATA KUNCI

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memperkuat pelatihan masyarakat, meningkatkan promosi pariwisata, dan memanfaatkan teknologi digital dalam pelestarian budaya lokal.

INTRODUCTION

Tourism based on local culture has become one of the sectors that has great potential to be developed in Indonesia. With the cultural wealth owned by each region, this sector can be an attraction for domestic and international tourists. Madura Regency, as one of the regions in East Java, has a unique culture and tradition that is able to be its own attraction (Nikolova, Stoyanova, Varadzhakova, & Ravnachka, 2021). Madura is known for its various unique traditions such as Cow Karapan, typical written batik, and various customs that are still preserved today. This potential provides great opportunities for the development of the local culture-based tourism sector (Gomez y Paloma, Riesgo, & Louhichi, 2020).

The potential of local culture-based tourism is not only an economic sector, but also a tool to preserve cultural heritage. Traditions such as the Cow Karapan are a symbol of the identity of the Madura people that should be preserved. Through tourism, local culture is not only introduced to tourists but also passed on to future generations (Hardyanti, Isdarmanto, & Damiasih, 2023). However, the development of tourism based on local culture in Madura Regency is not without challenges. Inadequate infrastructure, lack of promotion, and low community participation are some of the main obstacles in tourism development in this region. In addition, globalization and modernization are also challenges that can threaten the sustainability of local culture if not managed properly (Widen et al., 2024).

Madura has a uniqueness in terms of traditions, culinary, and cultural arts that are able to become tourist attractions. One of Madura's main advantages is the tradition of Cow Karapan which has been widely known both at the national and international levels (Setiawan, Maula, Nuryani, Ariyani, & Layli, 2023). This festival is not only a competition, but also reflects the spirit and character of the people of Madura. In addition to Cow Karapan, the art of making Madura batik is also one of the superior potentials. Madura batik has distinctive characteristics with bright colors and unique motifs. This batik production not only provides economic value but also becomes part of the preservation of local culture (Scholz, 2023).

Madura offers a variety of typical dishes such as Madura satay, scorn broth, and corn rice which are favorite of tourists. This culinary not only reflects the richness of flavors but also depicts the way of life of the local people who are rich in traditions. The potential for historical tourism is no less interesting (Jamil & Nugroho, 2023). Madura has historical places such as the Sumenep Grand Mosque and the Sumenep Palace which hold many stories of the past. These places not only have aesthetic value but also high historical value. However, all of this potential requires proper management so that it can be utilized optimally. One of the main challenges is how to integrate these various elements into a comprehensive strategy. This includes careful planning, sustainable management, and active participation from local communities (Jong, Soh, & Puah, 2022).

Another challenge faced is the low public awareness of the importance of culture-based tourism. Many people have not seen tourism as a sector that can provide long-term benefits. Therefore, more intensive education and socialization are needed. Inadequate infrastructure is also a major obstacle in the development of tourism in Madura. Many tourist locations are difficult to reach due to inadequate road access (Isnaini & Hilmi, 2023). In addition, supporting facilities such as lodgings, restaurants, and tourist information centers are still very limited. Promotion is also a factor that needs to get more attention. Minimal promotion makes Madura's tourism potential less known, both at the national and international levels. With effective promotion, Madura can attract more tourists (Bahrami, Khademolhoseiny, Saberi, 2022).

Modernization also brings its own challenges. On the one hand, modernization provides an opportunity to advance the tourism sector through technology and innovation. However, on the other hand, modernization can also threaten the sustainability of local culture if not managed wisely. In this context, the development of

tourism based on local culture in Madura must be carried out with a holistic approach (Afriza & Hidayat, 2023). This approach involves various parties, ranging from the government, business actors, to the local community. This collaboration between various parties is the key to success in tourism development. Local governments have an important role in providing regulations and policies that support tourism development. In addition, the government also needs to provide support in the form of funding and training to local communities to increase their capacity in managing tourism (Maryanti et al., 2022).

Business actors can also contribute through investment and innovation. They can help market Madura's tourism potential to a wider market. In addition, business actors can also create interesting new tourism products (Hipui, 2024). Local communities are the main actors in the development of culture-based tourism. With the active involvement of the community, tourism can be managed sustainably. Local communities can also be effective promotional agents because they have in-depth knowledge of local culture and traditions (Nesterchuk et al., 2021).

The development strategy of tourism based on local culture must also pay attention to sustainability aspects. Sustainable management ensures that tourism does not damage the environment or local culture. In contrast, sustainable tourism can provide economic, social, and cultural benefits for local communities (Soeswoyo, Skarwanti, & Ishak, 2023). In addition, the development of local culture-based tourism in Madura can also support cultural preservation efforts. Through tourism, local culture can be introduced to tourists and appreciated as part of the national wealth. With the right strategy, Madura Regency has the potential to become one of the best local culture-based tourist destinations in Indonesia. This potential not only provides economic benefits but also strengthens the cultural identity of the Madurese people (Giyozovich & Vokhidovich, 2022).

The development of tourism based on local culture in Madura requires commitment and cooperation from various parties. With the right approach, this potential can be utilized to improve community welfare while preserving local culture.

RESEARCH METHODOLOGY

This study uses a qualitative descriptive method with a case study approach to analyze the development strategy of local culture-based tourism in Madura Regency. This approach was chosen to describe in depth the phenomena that occur and explore the potentials and challenges faced in the development of the tourism sector in this region. Sustainable Development Goals (SDGs) Theory: This theory is used to evaluate the impact of tourism development on social, economic, and environmental aspects. In this context, the relevant SDGs goals are to improve the welfare of local communities and preserve the environment.

Research data was collected through in-depth interviews, field observations, and literature studies. The informants in this study include tourism actors, local governments, and local community leaders in Madura. The data obtained were analyzed using a thematic approach to identify important patterns that support or hinder the development of local culture-based tourism in Madura Regency.

RESULTS AND DISCUSSION

Tourism Based on Local Culture Towards Improving Welfare (SDGs Goal 8)

Research shows that the development of local culture-based tourism in Madura Regency has a real impact on improving community welfare (Tjilen, Fabian, Waas, & Ririhena, 2023). Some of the main indicators include increasing employment, income, and community involvement in the management of culture-based tourist destinations (Yuni, Ardani, & Bili, 2023).

1. **Local community involvement:** Community participation in the tourism sector has increased by 40% in the last five years. Programs such as handicraft training, festival management, and involvement in cultural promotion activities open up new economic opportunities for locals.
2. **Increased income:** The income of MSME actors directly involved in the tourism industry increased by up to 15%. Local products such as Madura batik, typical crafts, and traditional culinary are in high demand from both domestic and international tourists.
3. **Access to jobs:** Culture-based tourism creates new job opportunities, with a 20% increase in employment in the tourism sector compared to other sectors.

The following table shows the impact of tourism development on community welfare:

Aspects	Indicator	Impact
Career Opportunities	Number of new jobs	Increased by up to 20% in the tourism sector
Local Revenue	Increase in local community income	An average increase of 15%
Local Participation	Percentage of local community involvement	Up to 40% increase

Source: Processed by Researcher

Tourism based on local culture has a significant economic impact on the people of Madura. With the increase in tourist visits, local communities have the opportunity to take advantage of existing resources, such as selling local products, opening tourist services, or offering community-based lodging. The tourism sector has succeeded in creating additional jobs. The 20% increase in the number of jobs in this sector shows its important role as a generator of the regional economy. Not only that, the local community involved also experienced an increase in income by 15%. This impact is felt by both MSME actors engaged in handicrafts, culinary, and tourism services.

Local participation has also made significant progress. Training programs initiated by local governments and related institutions help communities improve their skills. As a result, community involvement in the management of tourist destinations increased by 40%, indicating the success of the training initiative. However, challenges remain. The low level of education and skills of the local community is an obstacle in managing tourist destinations professionally. In addition, access to resources and information is also still limited. Therefore, closer collaboration is needed between the government, the community, and business actors to create a supportive ecosystem. Effective promotion is also a key factor. Many potential destinations in Madura are still not well known by tourists. The use of digital technology such as social media and other online platforms needs to be increased to maximize the attractiveness of local tourism.

Sustainability of Local Culture in Tourism (SDGs Goal 11)

The development of local culture-based tourism also contributes significantly to cultural preservation (Savana & Fadlina, n.d.). This effort is in line with the goals of SDGs Goal 11 which aims to make cities and communities sustainable (Yani & Larasati, 2023).

1. **Preservation of traditions:** The number of annual cultural festivals has increased from 3 to 5 events in the last five years. Festivals such as the Cow Karapan and the Muang Sangkal Dance not only attract tourists but also strengthen the cultural identity of the local community.
2. **Cultural education:** Community participation in arts and culture training increased by 25%. These programs involve the younger generation to ensure the sustainability of local traditions.
3. **Preservation of historical sites:** The number of cultural sites preserved increased by 15%, with conservation projects involving local governments and local communities.

The following table summarizes the sustainability of local culture:

Aspects	Indicator	Impact
Preservation of Tradition	Number of annual cultural festivals	Increased from 3 to 5
Cultural Education	Participation in local cultural training	Up to 25% increase
Heritage Protection	Number of preserved cultural sites	Increased by 15% since the last 5 years

Source: Processed by Researcher

Cultural sustainability is the main focus in the development of local culture-based tourism in Madura. Cultural festivals such as Karapan Sapi are not only a tourist attraction but also a means to introduce local culture to the world. The involvement of the young generation in cultural preservation through educational programs is an important strategic step. Art training, such as traditional dances and batik-making, has helped the younger generation understand and preserve their cultural heritage. Participation in this program increased by 25%, showing public awareness of the importance of cultural preservation. In addition, the preservation of historical sites such as the Sumenep Palace and the Sumenep Grand Mosque shows a strong commitment to preserving cultural heritage. These conservation projects involve local communities in the maintenance and management of the site, creating a strong sense of ownership.

However, modernization also carries risks to cultural identity. Lifestyle changes and globalization can threaten traditions if there are no consistent preservation efforts. To overcome this challenge, a cultural conservation strategy that focuses on the education and involvement of local communities, especially the younger generation, is needed. Collaboration between the government, local communities, and business actors is the key to success in cultural preservation. The local government has launched the "Sustainable Madura Culture" program which includes cultural training, conservation of historical sites, and international promotion. This success shows that with an SDGs-oriented strategy, Madura Regency has great potential to become an example of sustainable culture-based tourism development in Indonesia. This not only provides economic benefits but also strengthens the cultural identity of the Madurese people in the midst of the modernization era.

Local governments play an important role in creating regulations that support tourism development. Programs such as "Sustainable Madura Culture" include cultural training, conservation of historical sites, and international promotion. Collaboration with local communities and business actors is also key in ensuring the positive impact of tourism. Promotion based on digital technology is one of the strategies that needs to be optimized. Social media platforms can be used to expand the reach of culture-based tourism promotion, attracting more tourists to get to know Madura's local potential.

With an SDGs-oriented strategy, Madura Regency has great potential to become a model for sustainable culture-based tourism development. This not only provides economic benefits but also strengthens the cultural identity of the Madurese people in the midst of the modernization era. By integrating cultural preservation and economic development, local culture-based tourism in Madura not only supports regional development but also ensures that cultural heritage stays alive for future generations. A strategy that focuses on sustainability can ensure that the tourism sector not only provides short-term benefits but also long-term positive impacts on society and the environment.

With continuous support, Madura Regency can become a leading cultural tourism destination in Indonesia, providing extensive benefits to the local community while preserving a rich and unique cultural heritage.

CONCLUSION

The development of local culture-based tourism in Madura Regency has a significant impact on improving people's welfare. Indicators such as increased employment, income, and local participation show that the tourism sector has great potential to support the economic growth of local communities. Cultural preservation

through local culture-based tourism supports the goals of SDGs Goal 11. Traditions such as Cow Dance, batik art, and other cultural festivals are not only tourist attractions but also ensure that cultural heritage stays alive.

The main challenge in tourism development is the low level of education and skills of the community in managing tourist destinations. Modernization also brings a threat to cultural identity if not managed properly. Therefore, continuous training and a more integrated conservation strategy are needed. Local governments have an important role in creating regulations that support tourism development. Collaboration with local communities and business actors is also key to ensuring that the positive impact of tourism can be felt equally.

With an SDGs-oriented strategy, Madura Regency has a great opportunity to become a model for sustainable local culture-based tourism development. This not only provides economic benefits but also strengthens the cultural identity of the Madurese people in the midst of the modernization era.

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