

SUKUH TEMPLE AS ARTS AND CULTURAL TOURISM IN CENTRAL JAVA

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Abstract: Sukuh Temple is a very unique temple and different from the existing temples, as a historical heritage place. Sukuh Temple has many problems as a tourist destination place that has to be resolved. Some of the problems are the lack of infrastructure, site authenticity, and damages, the lack of tourist attractions displayed, the lack of promotion in social media, human resources problems, and the lack of management synergy between the management and the Karanganyar district government. Therefore, the purpose of this study is to analyze strengths and weaknesses as internal factors and threats and opportunities as external factors of the object. The research also aims to explain the direction of the synergy of the development of tourism objects as art and cultural tourism zone in Central Java while maintaining the importance of an area. This study uses naturalistic qualitative methods. The data used is mostly interviewed different of the local government, managers, tourists, and also the surrounding community. The results of these interviews will be analyzed by SWOT analysis to determine the direction of the development of the tourism object synergy for the continuity of cultural tourism in Karanganyar district. The results of this study are the Sukuh Temple's weaknesses, strengths, opportunities, and threats as internal and external factors. Through the analysis, the existing tourist attractions can be explained from the analysis of tourism products, marketing, and institutional development. From the results of the SWOT analysis, the conclusion is the basic principles of developing tourist destinations, in each of the supporting zones of the core zone.

Keywords: Sukuh Temple, Indonesian arts and cultural tourism, synergy

I. INTRODUCTION

Background of the Problem

Sukuh Temple is a Majapahit era Hindu temple located in Central Java, located in the Sukuh Hamlet, Berjo Village, Ngarogoyoso District, Karanganyar Regency, and Central Java Province. This temple was discovered by archaeologists during the reign of Governor Raffles in 1815. Efforts to preserve the temple complex were carried out by the Archaeological Service since 1917. This temple was founded in the 15th century AD Suhita government; Queen Majapahit who ruled in 1429-1446 earned the nickname "The Last Temple "is the last Buddhist temple from the Majapahit era. Seeing the uniqueness and distinctive of Sukuh Temple which is not

found in other temples in Indonesia but the unpopular existence of other temples as a researcher makes the temple a cultural and artistic tour of Central Java for the community and among young people or semilinear.

This is in line with the opinion of Julia (2013, p. 65) who explained that: In the context of culture, good human beings are people who know and understand their own culture. That is, without knowing one's own culture, humans will not be cultured in accordance with customs, rules, or norms that apply in their own environment. As a result, they will become strangers in their own area.

According to the Law of the Republic of Indonesia Number 10 the Year 2009 concerning tourism, it is stated that tourism is a variety of tourism activities and is supported by various facilities and services provided by the community, business people, government, and regional government. Tourism is the overall activities of government, business, and community to organize, take care, and serve the needs of tourists.

Based on the explanation above, the development of tourism in various regions began to be prioritized given that each region tried to develop its tourism concepts. Karanganyar is one of the regencies in Central Java Province, Indonesia. Located on the west slope of Mount Lawu, Mount which is the border with the province of East Java.

The potential of nature, diversity of art and culture, the hospitality of the people, and the historical values of the inheritance provide the charm and charm of Karanganyar Regency as a tourist destination. With the visit of tourists, it will add to the income of the area visited. In accordance with the explanation above, this is certainly a reference for the regions to be able to develop tourism management which can bring sources of funds for the tourism sector into regional income. Development to make Culture and Arts tourism in Central Java, there are still some obstacles in order to optimize or optimally tourism in the area, especially those closely related to historical relics. One of the tourist destinations is Suku Temple. Candi Suku also has several strengths, weaknesses, threats and also opportunities based on the topography of the region, loaded with nuances of cultural heritage; the ornamentation of historic buildings is one of the priorities for advancing cultural and artistic tourism.

Tourist attractions that are displayed in the Suku Temple environment, so far are still not optimal in management and require the support of Local Government, Central and Private roles need to be involved because it requires no small amount of funding so that local art

Activities can be packaged professionally. Then in addition to funding supported by human resources to prepare tour guides given training and facilitate in speaking the International language one of English so that it can provide information from the History of Suku Temple. Karanganyar Regency is less than optimal in drawing up a Master Plan for the Conservation of Heritage Areas, so with this context, there must be planning new plans and innovations to promote. The Suku Temple development planning makes a guide that is easily understood and implemented by both the central and regional governments. From the explanation above in this study will be poured in the Analysis of the Concept of Development and Innovation of Suku Cultural Tourism in the Regional Tourism Synergy of Karanganyar Regency, Central Java.

Problem Formulation

By looking at the background of the problems raised above, a problem statement can be taken namely:

- 1.How is the analysis of the internal and external factors of Suku Temple?
- 2.What is the concept of developing Suku Temple's cultural tourism in the tourism synergy of the Karanganyar district?

Problem Limitation

Research restrictions aim to focus the research conducted namely:

- 1.To analyze some internal and external factors in the Suku Temple object area. The context of internal factors here concerns the good condition of the site's value, its people, and also the tourist attractions that are displayed. This is also intended for internal factors, in which the analysis shown is to illustrate the strengths and weaknesses of the Suku. Likewise, external factors, where the analysis is shown to illustrate the potential threats and opportunities that arise from the Suku Temple object.
- 2.Utilization of Suku temple objects by looking at several factors that have been analyzed, it will be interpreted into the synergy of tourism development in the Karanganyar district

II. LITERATURE REVIEW

Definition of Culture

According to Experts | is the result of human creations, tastes and initiatives in fulfilling complex life needs by covering knowledge, beliefs, art, immorality, customary law and skills, and habits. According to Koentjaraningrat who argues that culture originates from Sanskrit, namely from the word Budhayah, which is a jaka form of the word budhi, which means reason. So, culture can be interpreted as things that are concerned with reason.

According to Koentjaraningrat (2000: 181) culture with the basic word culture comes from the sangsakerta language "buddhayah", which is the plural form of buddhi which means "mind" or "reason". So Koentjaraningrat

defines culture as "power" in the form of creativity, intention and taste, while culture is the result of copyright, intention and taste.

The culture of the Latin word colere "cultivate", "work", and relate to land or farming together with "culture", develops into "all human effort and action to cultivate land and change nature". (Koentjaraningrat. 2003: 74)

Tourism Development

Some destination development models obtained from the literature are as follows; the Miossec model, the Butler model, the Plog approach, the Reime and Hawkins approach and the Buhalis approach. Some of these approaches will be used as a direction to develop the synergy of the two tourist attractions.

Travel destinations are interactions between various elements. There are components that must be managed well by a tourist destination are tourists, regions, and information about the region. The attraction is also a vital component that can attract tourists as well as supporting facilities. These attractions must have a uniqueness that can attract tourists.

Cultural Heritage Tourism Management.

In explaining this approach, one of the most important aspects of conservation management, where preservation contains important values such as science, historical importance and cultural importance (Widiyanto,1994).

Seen from the view of Hall (1993), the management of a heritage asset must pay attention to four important aspects namely economically, socially, politically and also scientifically. Indeed, to complement these four components, Reime and Flawkins (1979) have added two other important aspects, which are physically feasible and also suitable to be marketed as

well as being able to provide a distinctive image for their environment. This is also in line with what was stated by Nuryanti (2006) which explains that "heritage" implies meaning especially in culture and natural elements. Indeed in the cultural context, heritage itself can be described materially and non-materially such as artifacts, monuments, architecture, philosophy, traditions, historical events, ways of life, literature, and also education.

Viewed from the natural context, heritage encompasses landscapes, parks, wilderness, mountains, rivers, flora, and fauna. But behind it all the most important context is the development of heritage tourism must support the preservation of heritage itself. This also means that in its development it should not reduce or eliminate the value of authenticity which will later become a tourist attraction. In line with the above explanation, Ashworth and Tunbridge (1990) also stated that tourism can be seen as a tool to support the maintenance of past artifacts. According to R.S Darmajadi (Introduction to Tourism, 2002, p. 8) The tourism industry is a summary of various business fields that together produce products or services that will be directly or indirectly needed by tourists later. Understanding the tourism industry will be clearer if we learn from the services or products produced or services expected by tourists when traveling. The steps for developing an effective promotion as proposed by Kotler (1995) are 1. Identify the target market 2. Determine the purpose of the communication 3. Devising message 4. Complete communication channels. 5. Set the promotional budget amount 6. Determine Promotional Tools. 7. Measuring Promotion Results 8. Managing and Coordinating the Communication Process Promotion of tourist destinations is needed by areas that have a lot of potential in the country. Of course, the activity of this activity becomes very important in the framework of the implementation of regional autonomy in Indonesia to the Regional Government. Promotion of tourist attractions

III. RESEARCH METHODS 3.1.

Types of research judging from the type of data, the research approach used in this study is a qualitative approach. What is meant by qualitative research is research that intends to understand the phenomena about what is experienced by research subjects holistically, and by means of descriptions in the form of words and language, in a special natural context and by utilizing various scientific methods (Moleong, 2007: 6). Ariani, 2017: 20 that the vast domain of design science which includes material and humanity aspects, physical and non-physical, concrete and abstract, tangible and intangible,

the design knowledge itself becomes broad in scope. Art and design research is intended to find out something, but knowledge about something is not only derived from sensory data but other complex and multidimensional data (Piliang, 1989. vii-viii). To produce a maximum of research, the methodology plays an important role. According to Sugiyono, 2006: 6 descriptive research is research conducted on variables and independent without comparison or connecting with other variables. Then according to Suharsimi Arikunto, 2003: 31 descriptive research is not intended to test certain hypotheses, but only describe what they are about variables

Research Objects The object of research can be stated as a social situation of research that wants to know what is happening in it. On the object of this study, researchers can observe in depth the activities (activities) of people (actors) that exist in certain places (Sugiyono, 2007: 215). The object of this research is the Suku temple in Central Java

Research Subjects The research subject is the source of the data requested for information in accordance with the research problem. The intended source of data in the study is the subject from which the data was obtained (Suharsimi Arikunto, 2002: 107). To get the right data, an informant who has the competency and in accordance with the data needs (purposive) must be determined. This study aims to determine the study of the meaning and relief functions of the Suku temple in Central Java.

Data Collection Methods Burhan Bungie (ed) (2003: 42), explains the method of data collection is "in what ways and how the required data can be collected so that the final results of the study are able to present reliable and reliable information". Suharsimi Arikunto (2002: 136), argues that "research methods are the various methods used by researchers in collecting research data".

The method in question is the interview, and study documentation. Data collection methods used in this research includes:

1. **Interview Method** Interview is a way to collect information that is done with a question and answer verbally unilaterally face to face, and with the direction and goals that have been set. Anas Sudijono (1996: 82) there are several advantages of data collection through interviews, including interviewers can make direct contact with participants to be assessed, data obtained

in-depth, interviewed can reveal their hearts more broadly, unclear questions can be repeated and directed the more meaningful. Interviews were conducted in-depth and unstructured to the research subjects with the guidelines that have been made. Interview techniques are used to reveal data about the meaning and relief functions of the Suku temple of communication and the culture of the people around the temple.

2 **Selection of Informants** In choosing data selection, in this study, the authors use primary and secondary data. Based on this, the primary data obtained by the authors came from interviews from both the Karanganyar Regency tourism office and also the Suku Temple manager. Indeed, in retrospect, in choosing to examine the selection of informants it is known that an informant is a person who is expected to be able to provide information about the situation and condition of the problems in the study. Therefore, the determination of the number of informants used is based not on the quantity, but based on the quality of the information provided for all questions in the study. Therefore, the informants used in this study amounted to 6 people, in which 2 people came from the Karanganyar district tourism office and 2 people were also from the Suku temple manager and 2 people from the management of Astana Mangadeg. Whereas for the resource person is a person who is directly in the object concerned and knows the problems that occur but have not been able to do something to deal with the existing problems. For the informants used in this study, there were four people, namely 2 community leaders in the Suku and Astana Mangadeg temple areas and 2 tourists in both tourist objects. obtained considering the context of this study using a naturalistic approach, which consists of an approach to tourism development and heritage management. So you could say the mapping of the problem at the Suku temple location requires some analysis of the data needed, considering that later from some existing data will also experience confusion. This can be caused by the subjective view of the informant who will provide information because so far the differences in views that occur between the administrators of the Suku temple and the Astana Mangadeg with the Karanganyar district tourism office may occur related to an integrated tourism development system.

Research Instruments

Suharsimi Arikunto (2002: 136), states that research instruments are tools or facilities used by researchers in collecting data so that their work is easier and the results are better, in the sense of being more accurate, complete, and systematic so that it is easier to process. Based on the data collection techniques used, the research instrument used interview guides and documentation guides.

The data obtained in the form of interviews from various respondents will later be processed both from the potential and problems of the Suku temple. From the information obtained from the interview will be analyzed both from the potential strengths of fireworks, weaknesses, threats and opportunities. In analyzing this, using a SWOT analysis to illustrate some of the potential possessed by the Suku temple and the Astana Mangadeg temple. Judging from the results of the SWOT analysis, it means that it can realize zoning.

The following is a table of interview guides and documentation.

Documentation Guide Grid

No	Document Name needed Required	Yes (√)	No (√)	Description
1	History of the temple candi	√		
2	Document	√		
3	Infrastructure Facilities	√		
4	Society	√		
5	Culture	√		

3.5 Data Validity

Qualitative research must uncover objective truths. Therefore the validity of the data in a qualitative study is very important. Through the validity of data credibility (trust) of qualitative research can be achieved. In this study to get the data validity is done by triangulation. The triangulation is a data validity checking technique that utilizes something

other than the data for checking purposes or as a comparison of that data (Moleong, 2007: 330). In fulfilling the validity of the data this research was conducted triangulation with sources. According to Patton, triangulation with sources means comparing and checking back the degree of trust in information obtained through time and different tools in qualitative research (Moleong, 2007: 29).

Triangulation with sources carried out in this study is to compare the results of interviews with the contents of related documents.

3.6 Data Analysis Techniques

This research is a descriptive study, with more of a description of the results of interviews and documentation studies. The data that has been obtained will be analyzed qualitatively and described in descriptive form. According to Patton (Moleong, 2001: 103), data analysis is "the process of arranging data sequences, organizing them into a basic pattern, category and description". The definition provides an overview of the importance of the

position of data analysis in terms of research objectives. The main principle of qualitative research is finding a theory from the data. The data analysis technique used in this study is to use steps as stated by Burhan Bungin (2003: 70), as follows:

1. Data Collection is an integral part of data analysis activities.

Data collection activities in this research are to use interviews and documentation studies.

2. Data Reduction

Data reduction, defined as the selection process, focuses attention on simplifying and transforming rough data arising from written records in the field. Reduction is done since data collection begins by making summaries, coding, tracing themes, creating clusters, writing memos and so on with the intention of setting aside irrelevant data / information.

3. Data Display

Data display is a description of a collection of structured information that gives the possibility of drawing conclusions and taking action. Presentation of qualitative data is presented in the form of narrative texts. The presentation can also be in the form of matrices, diagrams, tables and charts.

4. Verification and Confirmation of Conclusions (Conclusion Drawing and Verification)

Is the final activity of data analysis. Drawing conclusions in the form of interpretation activities, namely finding the meaning of the data that has been presented. Between the display data and drawing conclusions there are existing data analysis activities. In this sense qualitative data analysis is an ongoing, repeated and ongoing effort. The problem of data reduction, data presentation and drawing conclusions / verification is a success picture in sequence as a series of related analysis activities. Furthermore the data that has been analyzed, explained and interpreted in the form of words to describe the facts in the field, the meaning or to answer questions research which is then taken only essence.

Based on the information above, each step in the process is carried out to obtain the validity of the data by examining all available data from various sources that have been obtained from the field and personal documents, official documents, pictures, photos and so on through the interview method supported by documentation studies

IV. RESEARCH RESULTS AND DISCUSSION

4.1 SUKUH TEMPLE

Sukuh Temple tourism object has the potential of a very unique tourist attraction because it is different from Hindhu temples in general. The shape of this temple is a trapezoid and similar to the Mayan temples. Because of its uniqueness, this temple is a very interesting temple in the Southeast Asia region. Sukuh Temple has the potential of a very unique tourist attraction because it is different from Hindhu temples in general. Based on its geographical location, Sukuh Temple is located on the slopes of Mount Lawu which has good natural scenery and cool air. Sukuh Temple is located in Berjo Village, Ngargoyoso District, Karanganyar Regency, Central Java Province. Sukuh Temple Location is at an altitude of + 910 m above sea level. Sukuh Temple was rediscovered in a collapsed state in 1815 by Johnson, the Surakarta Resident during the reign of Raffles. Next Sukuh Temple was researched by Van der Vlis in 1842. Analysis of internal and external factors of Sukuh Temple which is projected into three things namely the analysis of tourism products, marketing and institutional development through SWOT analysis, can be described as follows: Analysis of internal and external factors from Sukuh Temple which is projected into three things namely

the analysis of tourism products, marketing and institutional development through SWOT analysis, can be described as follows:

4.1 Input Variable Analysis These are the factors that become the strengths and weaknesses of the area that occur more or come from within the environment. Below are mentioned points regarding the existing condition of the

Sukuh Temple object area based on the strengths and weaknesses of the primary and secondary survey results. Based on its geographical location, Sukuh Temple is located on the slopes of Mount Lawu which has good natural scenery and cool air. Sukuh Temple is located in Berjo Village, Ngargoyoso District, Karanganyar Regency, Central Java Province. Sukuh Temple Location is at an altitude of + 910 m above sea level. Tourists must walk through a path surrounded by shady trees. Tourists will not feel bored walking far to the location of the cemetery because of the natural atmosphere around the shade and beauty.

4.2 Analysis of Internal Variables The input of this variable analysis is the factors that become the strengths and weaknesses of the region that occur more or come from within the environment. Below are mentioned points regarding the existing conditions of the Sukuh and Astana Mangadeg Temple object areas based on the strengths and weaknesses of the primary and secondary survey results. Results strength/strength of internal variable analysis include: Nature Reserves which are heritage in Central Java, Potential of natural beauty, culture, society and environment that can be relied upon, transportation accessibility is easy to reach both conventional and online, tourism costs are still cheap and Oversight / good security.

4.3 Analysis of External Variables Input analysis of these external variables are factors that represent opportunities and threats that exist and occur or originate from outside the environment. Below are mentioned points regarding the existing condition of the Sukuh and Astana Mangadeg Temple object areas based on the opportunities and threats they have from the results of the primary and secondary surveys. Identification of opportunities/opportunities that exist include: Ease of accessibility, located in the midst of economic growth (Central Java and East Java), the rise of research conducted in the Karanganyar region (Office of Tourism, Educational Institutions, NGOs, etc.), The existence of policies from the

Regional Government Central Java Province for the development of educational cultural tourism areas. The existence of surrounding villages that have the potential as a tourist village that supports regional growth. Increasing community needs for recreation ,. As for the identification of threats that arise include: Threats of environmental conservation and the impact of mass tourism which will threaten conservation in Candi Sukuh and Astana Mangadeg, Low investment interest, Conflicts of personal or group interests in carrying out cooperation between tourism institutions, The rise of theft of objects archaeological, The emergence of competition between tourist areas in other regions, both national and international, the negative impact that led to foreign cultural influencers who are not in accordance with Javanese and Indonesian culture.

Ease of accessibility, located in the midst of economic growth (Central and East Java), the rise of research conducted in the Karanganyar region (Office of Tourism, Educational Institutions, NGOs, etc.), the existence of policies from the Central Java Provincial Government for the development of cultural tourism areas educative, The existence of the surrounding villages that have the potential as a tourist village that supports regional growth, Increasing community needs for recreation ,. As for the identification of threats that arise include: Threats of environmental conservation and the impact of mass tourism which will threaten conservation in Candi Sukuh and Astana Mangadeg, Low investment interest, Conflicts of personal or group interests in carrying out cooperation between tourism institutions, The rise of theft of objects archaeological, The emergence of competition between tourist areas in other regions, both national and international, the negative impact that led to foreign cultural influencers who are not in accordance with the local culture.

4.4 Directions for developing the Sukuh Temple site as a tourism development zone. Zoning for the development of the Sukuh and Astana Mangadeg Temples consists of 3 types of zoning namely core zoning, buffer zoning, and developer zoning. For core zoning directed to the core area or main area of development. This area as a place of existence of cultural heritage buildings which is a historical legacy as a tourist attraction and regional identity. The existence of cultural preservation buildings carried out preservation in terms of the development of the Sukuh Temple and Astana Mangadeg even though it is located in the middle of the settlement. For the buffer zone, it can be directed to the analysis of development which is macro spatial and non-spatial macro.

The development of spatial macro analysis includes:

Arranging the Sukuh Temple area, increasing maintenance through the care of cultural heritage, communicating the management to maintain and maintain it properly, considering accommodation including hotels and homestays and restaurants around Sukuh Temple, new parking lots, building accommodation facilities in

accordance with government policies regions and Centers.

While non-spatial directives include information on the history of the Suku, arts and cultural attractions are needed around Ngargoyoso and Matesih areas, consolidating the cultural communities in the region, promoting events for cultural attractions on a regular basis, providing English language training to Suku Temple managers

The development zone is also directed at the analysis of macro and spatial micro-spatial development.

For spatial macro directives include: Updating road access to Suku Temple, improving the quality of transportation in the area both conventional and online, creating integrated parking lots, creating a direction system towards Suku Temple access.

While the non-spatial development analysis includes:

Internal factors

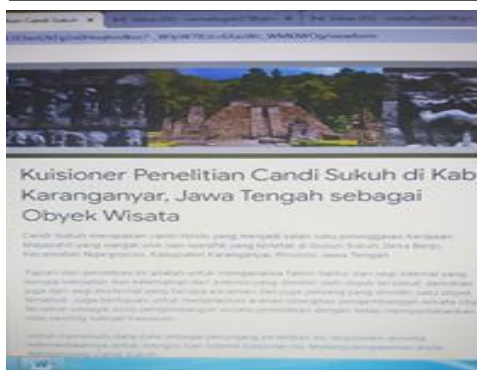
Strenght	Weakness
1. The existence of Suku Temple as one of the cultural tourism 2. Art and cultural potential which is an important asset for the development of cultural tourism that can be offered to tourists	1. In construction many of the buildings that are not intact such as statues and reliefs that are no longer suitable because there is something missing so that they cannot describe the history of Suku Temple. 2. Lack of tourist attractions in Suku Temple, a theme that is less attractive to the development of other heritage attractions in the Karanganyar region 3. . It is rare to find tour packages, especially for historical tours throughout the Karanganyar region

Eksternal factor

Opportunities	Strategi S-O	Strategi O-W
<ol style="list-style-type: none"> 1. Ease of accessibility adjacent to the Solo-Tawangmangu transportation route, becoming an opportunity to connect Solo Raya tourism 2. Various objects and tourist attractions 	<ol style="list-style-type: none"> 1. Develop a synergy of natural tourism objects and cultural tourism throughout the Karanganyar region 2. Develop Suku Temple tourism objects as part of a tour package in the Karanganyar region 3. Making interesting events around Suku Temple objects 4. Human resources, especially professional tour guides 	<ol style="list-style-type: none"> 1. Develop cross-regional cooperation in Central Java in the form of tour packages to encourage the development of Suku Temple objects 2. Formulate new concepts and themes through local tour packages, for example by building the development of Suku Temple objects

Threat	S-T Strategy (Product diversification strategy by paying attention to sustainable development and environmentally sound)	W-T Strategy (defensive strategy)
<p>1. The rise of the theft of ancient objects that must be addressed</p> <p>2. Weaknesses in management overlap between the government and the private sector there is no coordination</p> <p>3. The negative impact is the emergence of foreign cultural influences</p>	<p>1. Develop in an integrated manner in Sukuh Temple tourism objects</p> <p>2. Formulating tour packages involving Sukuh Temple tourism objects through regional tourism cooperation</p>	<p>1. Formulate a comprehensive tourism development concept that takes into account environmental, cultural and sustainable development</p> <p>2. Creating a development strategy that optimizes strength in attracting tourist visited</p>

Use Google Form to send questionnaires



Open link/ website

<https://forms.gle/iqEVAcVF5zjYoAVN7>

email

Name

Male / female

address

Age

Marital status

Education

So as to accelerate the solution for the development of the Promotion of Sukuh Temple as Cultural Tourism and Art of Central Java. According to Koentjaraningrat (2000: 181) culture with the basic word culture comes from the sangsakerta language "buddhayah", namely the plural form of buddhi which means "mind" or "reason". So Koentjaraningrat defines culture as "power" in the form of creativity, intention and taste, while culture is the result of copyright, intention and taste.

According to Sekarningsih and Rohayani (2006, p. 3) "art is part of culture". This opinion is reinforced by the elaboration of Koencoroningrat (Setiawati, 2008, p. 1) which outlines that: Culture consists of seven universal elements which include: (1) religious systems and religious ceremonies, (2) cooperative systems and organizations, (3). Knowledge systems, (4) Languages, (5) Arts, (6) Livelihood systems, and (7) Technology systems and equipment

From the two opinions above it can be concluded that art is one of the parts of various cultural elements. All countries in the world have their own distinct cultural characteristics. The UNESCO Declaration on Cultural Diversity provides the formula that cultural diversity is an integral part of human rights (Sustiawati, 2011, p. 127). Indonesia is a country that has a variety of cultures because it consists of several ethnic groups. Each ethnic group has a unique culture. Cultural diversity is one. One of the uniqueness of Indonesia in the eyes of the world. But with globalization in modern times it can make cultures in Indonesia slowly begin to be forgotten.

This is in line with the opinion of Julia (2013, p. 65) who explained that: In the context of culture, good human beings are people who know and understand their own culture. That is, without knowing one's own culture, humans will not be cultured in accordance with customs, rules, or norms that apply in their own environment. As a result, they will become strangers in their own area.



Image 4.1 Suku Temple

By: Menul T.R dan Young Sandra



Image 4.2 Turtle

By: Menul T.R dan Young Sandra



Image 4.3 GARUDA

By: Menul T.R dan Young Sandra



Image 4.2 Relief Sudamala

By: Menul T.R dan Young Sandra

Tourism Development Approach In determining the direction of tourism development, there are several models of tourism destination development as proposed by Davidson and Mitland (in Buhalis, 2000). The description presented by Davidson is seen as a place that offers a portfolio of tourism products that must be constantly updated as market demand changes (tourist demand). Travel destinations are interactions between various elements. There are components that must be managed well by a tourist destination are tourists, regions, and information about the region. Attraction is also a vital component that can attract tourists as well as supporting facilities. These attractions must have a uniqueness that can attract tourists. Cultural Heritage Tourism Management. In explaining this approach, one of the most important aspects is the management of conservation, where conservation contains important values such as science, historical importance and cultural importance (Widiyanto, 1994). Promotion is any marketing effort whose function is to provide information or convince potential customers of the usefulness of a product or service with the aim of encouraging consumers to either continue or start purchasing at a certain price. The steps for developing an effective promotion as proposed by Kotler (1995) are: 1. Identify the target market 2. Determine the purpose of the communication 3. Devising the message 4. Complete communication channels. 5. Set the promotional budget amount 6. Determine Promotional Tools. 7. Measuring Promotion Results 8. Managing and Coordinating the Communication Process

Promotion of tourist destinations is needed by areas that have a lot of potential in the country. Of course the activity of this activity becomes very important in the framework of the implementation of regional autonomy in Indonesia to the Regional Government. Promotion of designed tourist attractions

In this case the researchers made a Google form to accelerate opinions with social media to be able to see the data that needs to be developed by Suku Temple as a cultural and artistic tour of Central Java

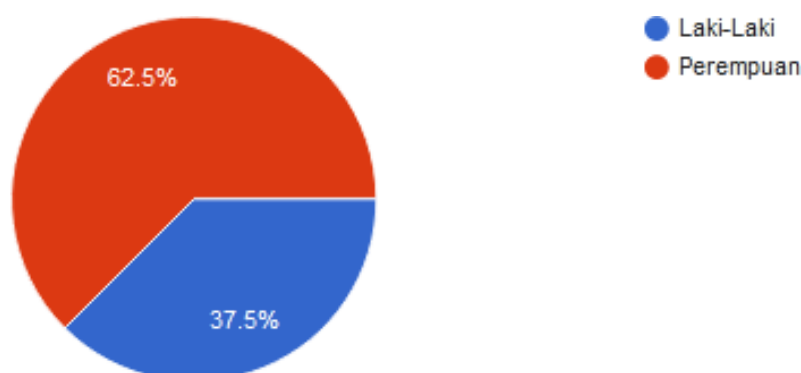
The results of the questionnaire seen on the next page with social media make it easy to get the opinions of tourists plus researchers and informants to the location of Suku Temple in Karang Anyar, Central Java to see firsthand how the environment is, and researchers are indeed from large families from Solo so that it is easier to get access The temple. In the results of the questionnaire can see the opinions as well as what should be developed in supporting the development of tourism Suku Temple is very clear opinion of local tourism.

The results of the answers of respondents regarding the Suku Temple so that it can get to the development of the Suku Temple as Culture and Arts tourism in Central Java.

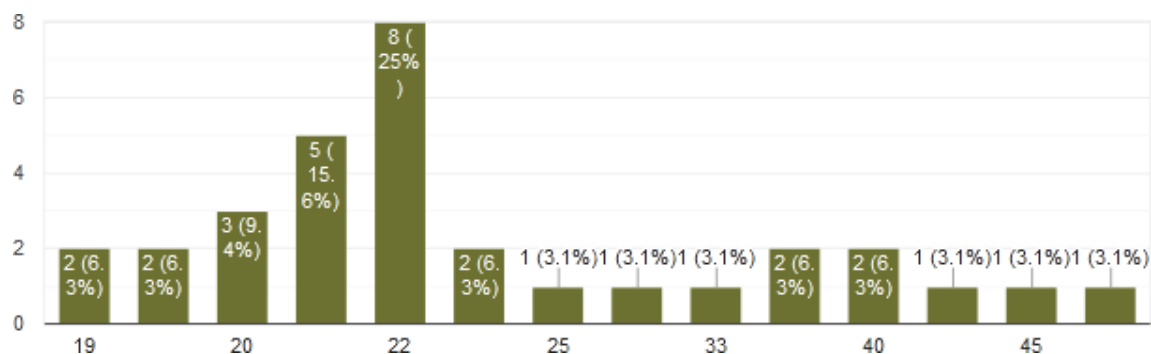
Total Respondents : 32

1. Identity of Respondents

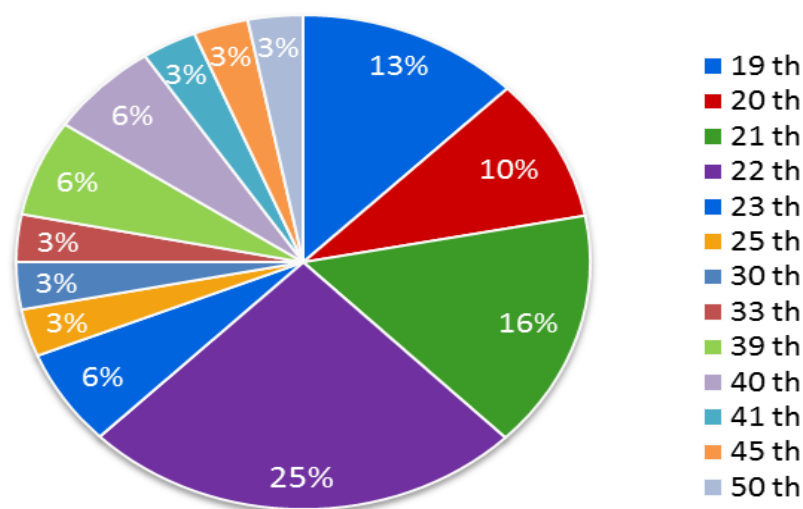
2. Gender



1. Age



Bar Chart



Pie diagram

According to the data, the age of the respondents is as followst : Age 19

years : 4 respondents (12,6%)

Age 20 years : 3 respondents (9,4%)

Age 21 years : 5 respondents (15,6%)

Age 22 years : 8 respondents (25%)

Age 23 years : 2 respondents (6,3%)

Age 25 years : 1 respondents (3,1%)

Age 30 years: 1 respondents (3,1%)

Age 33 years : 1 respondents (3,1%)

Age 39 years: 2 respondents (6,3%)

Age 40 years: : 2 respondents (6,3%)

Age 41 years:: 1 respondents (3,1%)

Age 45 years: : 1 respondents (3,1%)

Age 50 years: : 1 respondents (3,1%)

4. Marriage Status

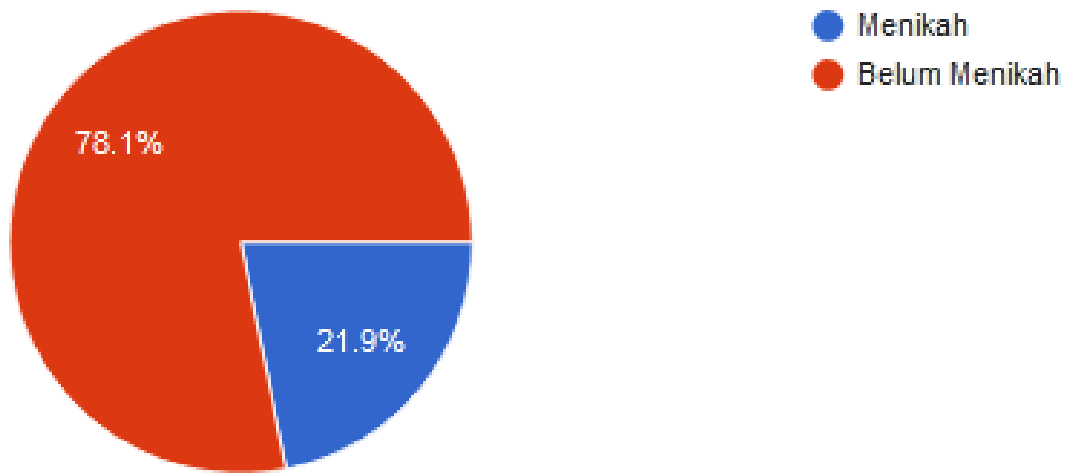


Diagram Pie

5. Work

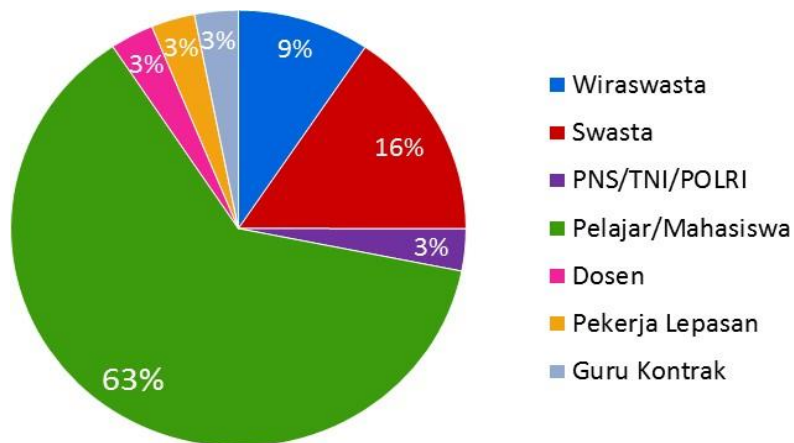


Diagram Pie

6. Residential Area

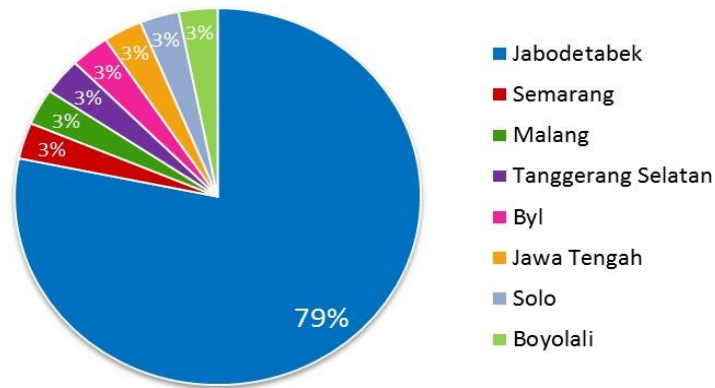


Diagram Pie

Visitor Characteristics

1. Have you ever heard of the existence of Suku Temple in Karang Anyar, Central Java? (32 respon)

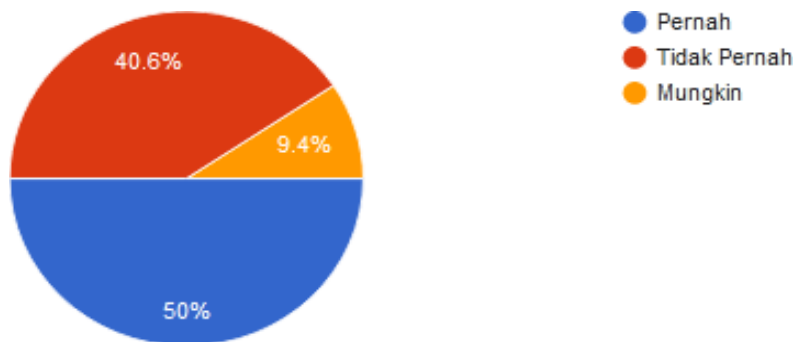


Diagram Pie

2. If you have never, are you interested to find out more about Suku Temple? (30 respon)

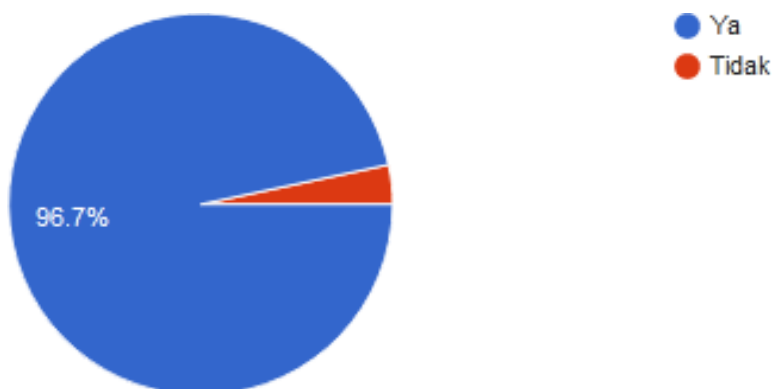


Diagram Pie

3. If ever, where did you find the Suku Temple attraction in Karang Anyar, Central Java? (24 respon)

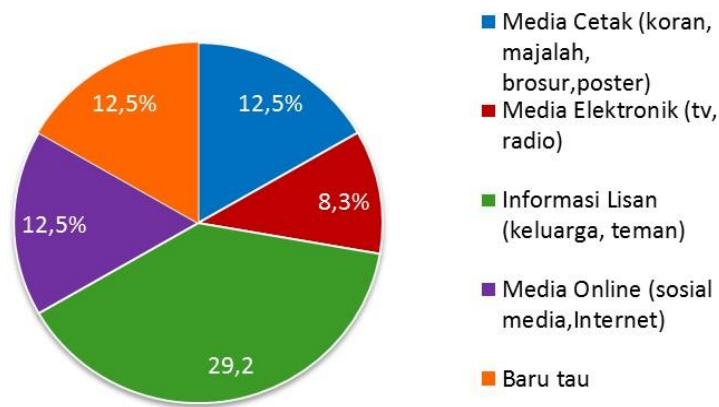


Diagram Pi

4. Have you ever visited Suku Temple? (31 respon)

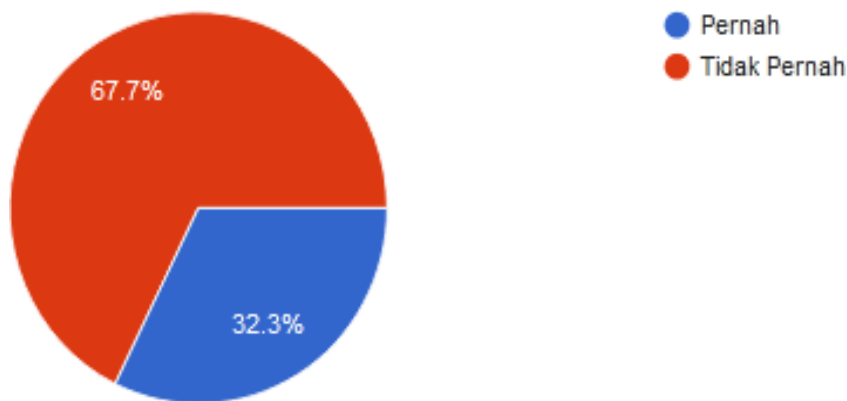


Diagram Pie

5. If so, what is your purpose to visit Suku Temple? (21 respon)

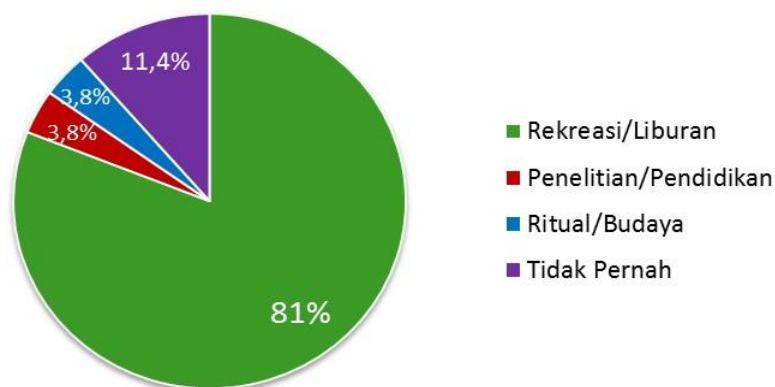


Diagram Pie

6. How many times have you visited Suku Temple? (16 respon)

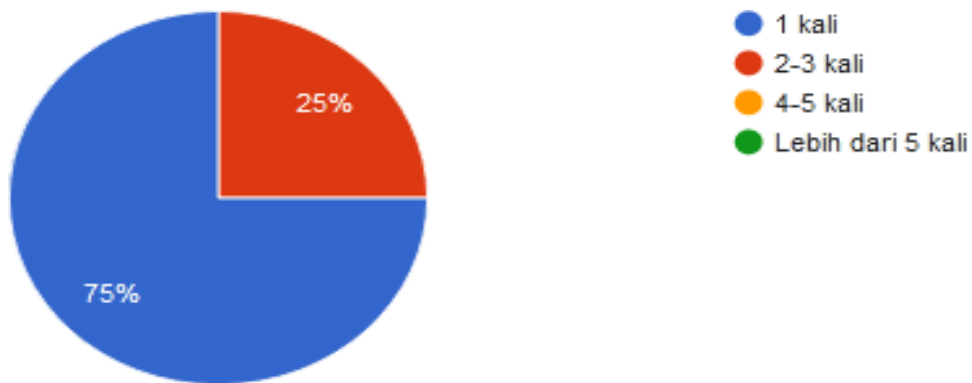


Diagram Pie

7. At what time do you usually visit Suku Temple tourism object? (19 respon)

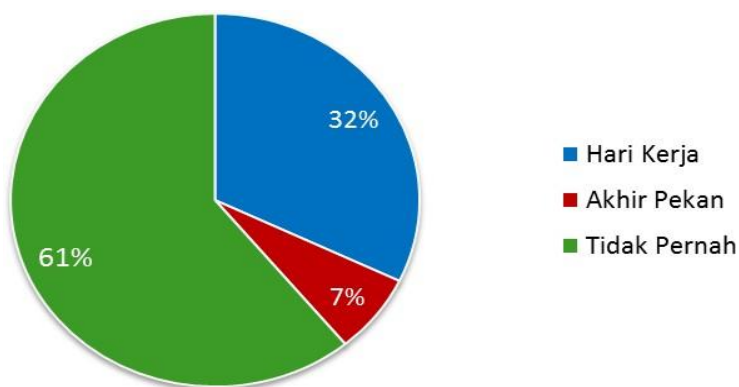


Diagram Pie

8. With whom do you usually visit the Sukuh Temple attraction? (21 responses)

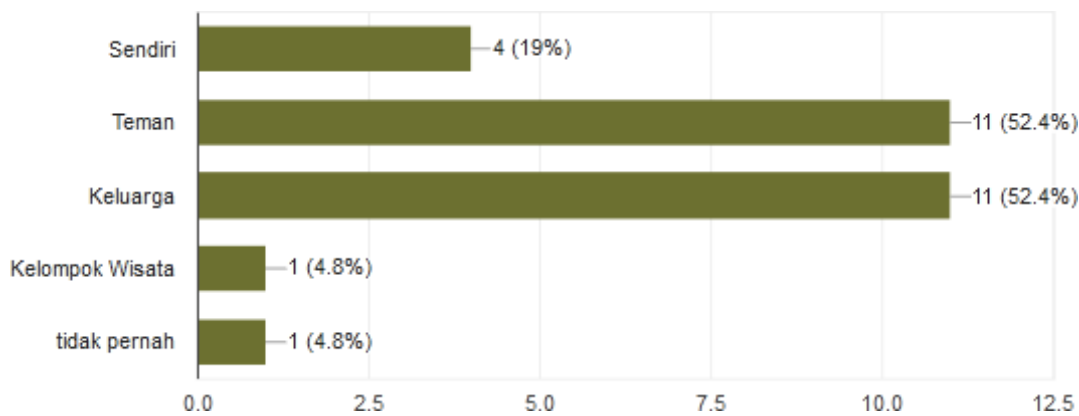


Diagram Bar

9. What means of transportation do you use when visiting Sukuh Temple? (21 responses)

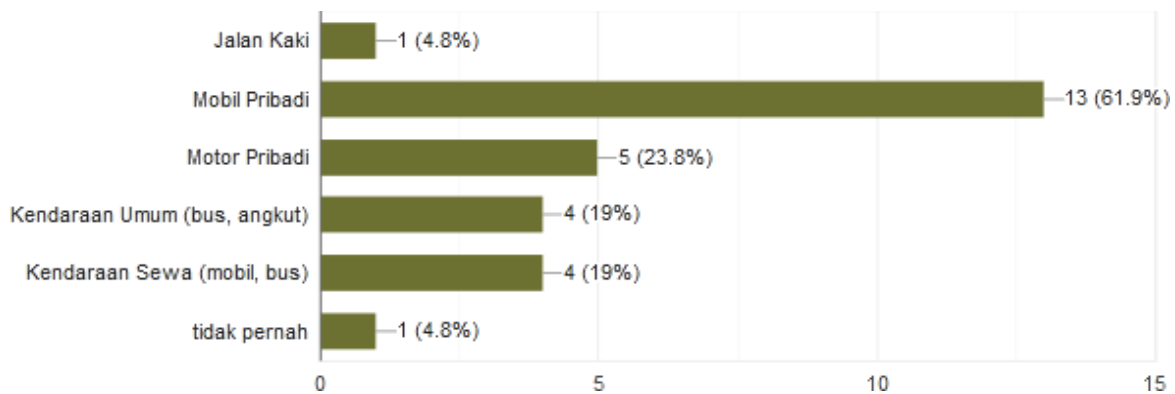


Diagram Bar

20. How much did you spend to visit this Sukuh Temple attraction? (21 responses)

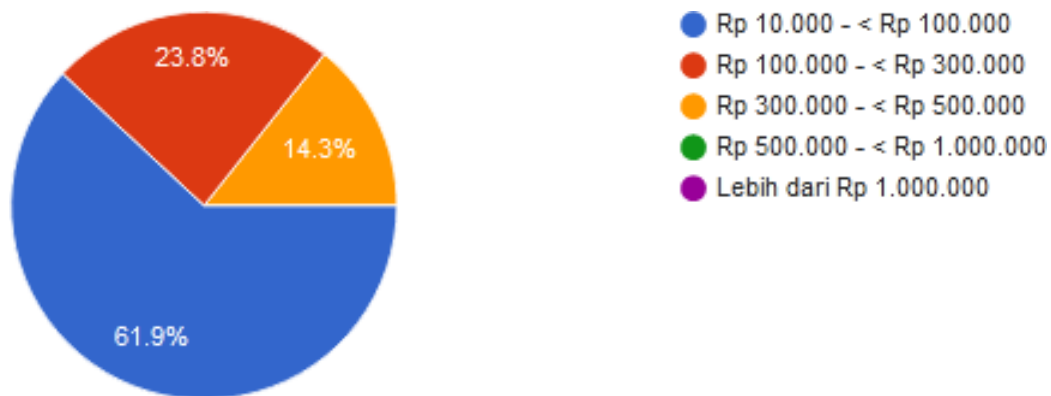


Diagram Pie

21. How long do you have to travel to reach the location of Sukuh Temple? (21 responses)

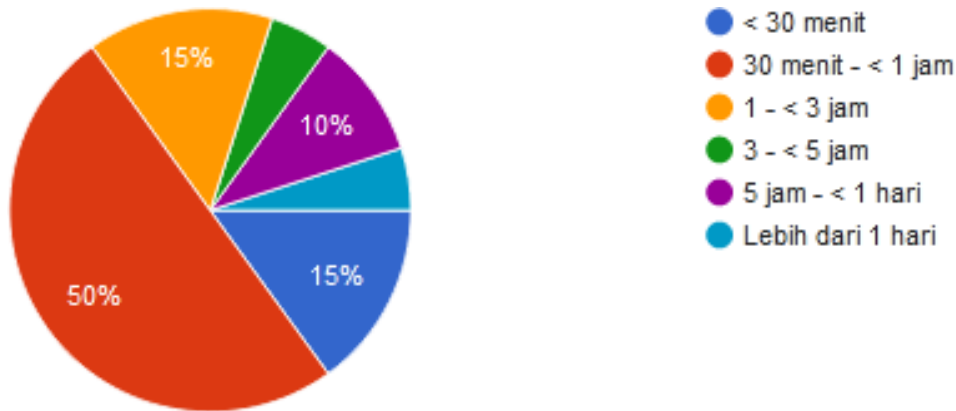
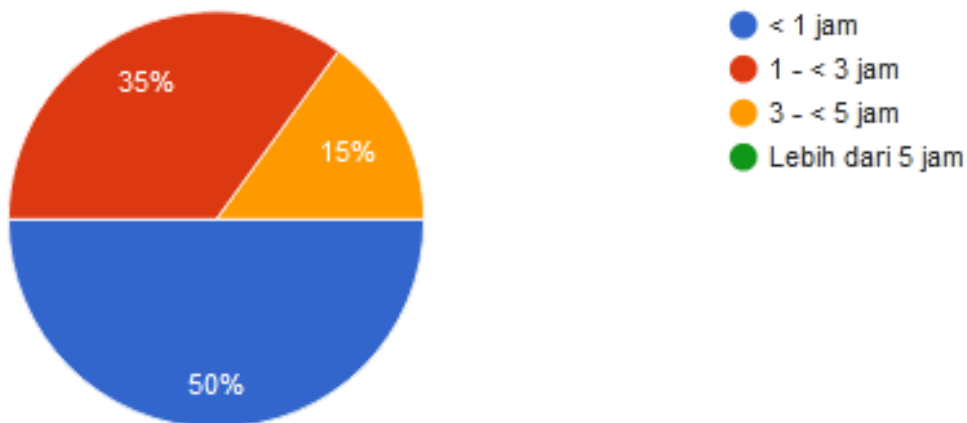


Diagram Pie

22. How much time do you average spend at this Sukuh Temple attraction? (20 responses)



Diagram

Pie

1.Perception of Attraction of Tourist Environment

Information :

1: Very unattractive

2: Unattractive

3: Enough

4: Interesting

5: Very interesting

Natural Landscape (28 responses)

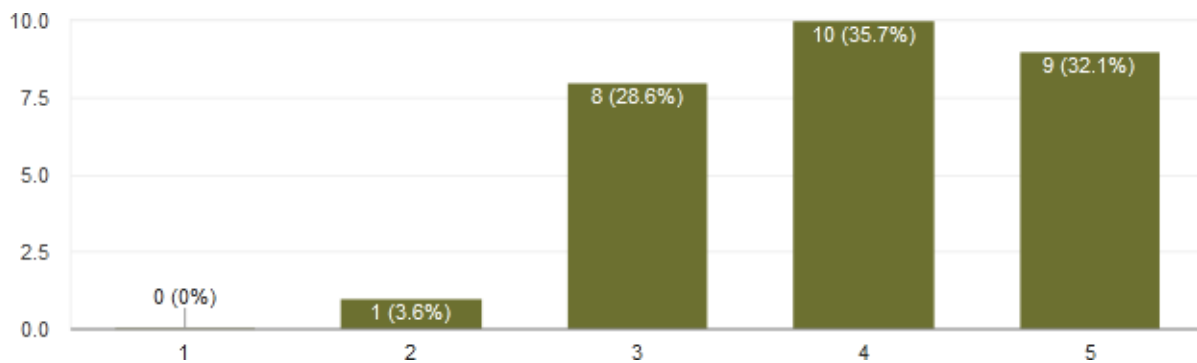


Diagram Bar

1. Building (28 respon)

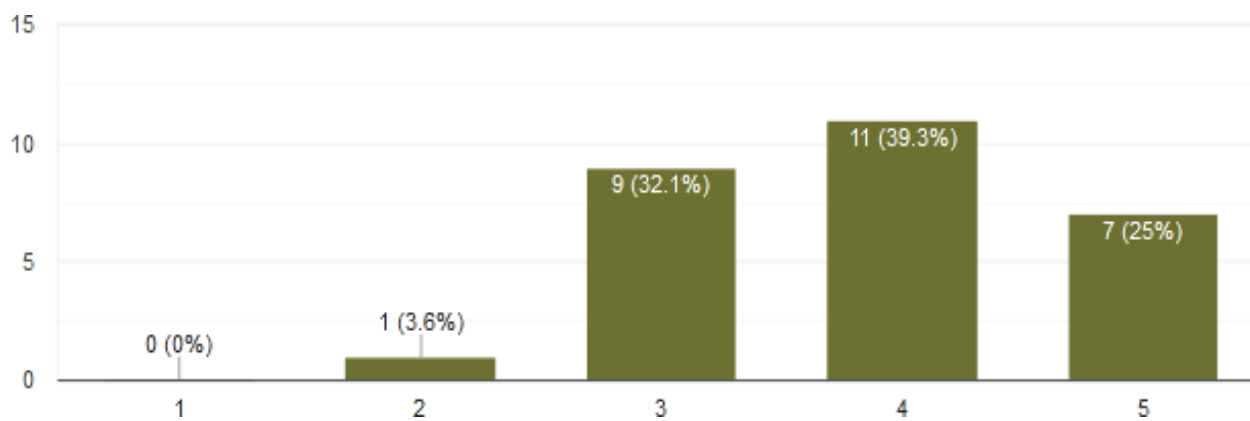


Diagram Bar

2. Relief-Relief (27 respon)

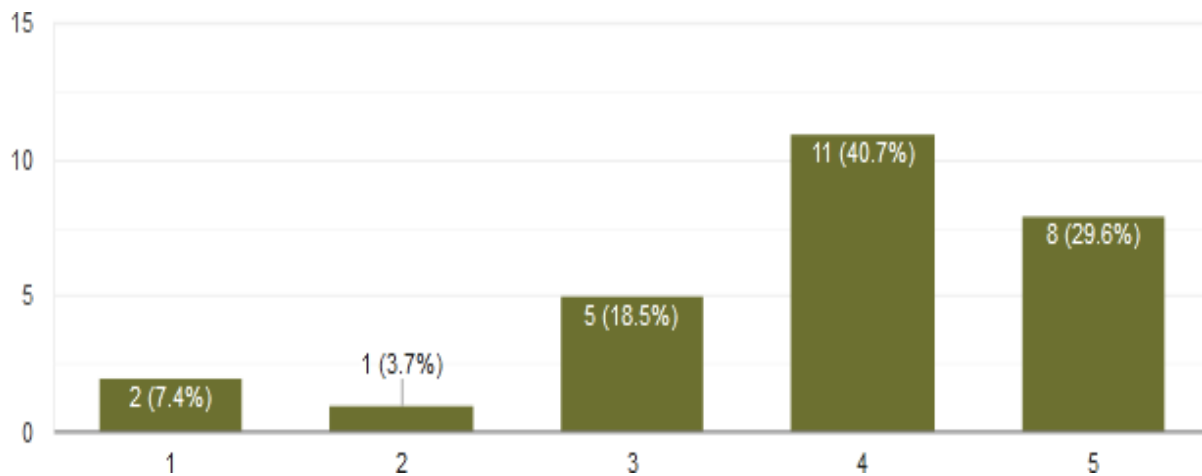


Diagram Bar

3. Statue (28 respon)

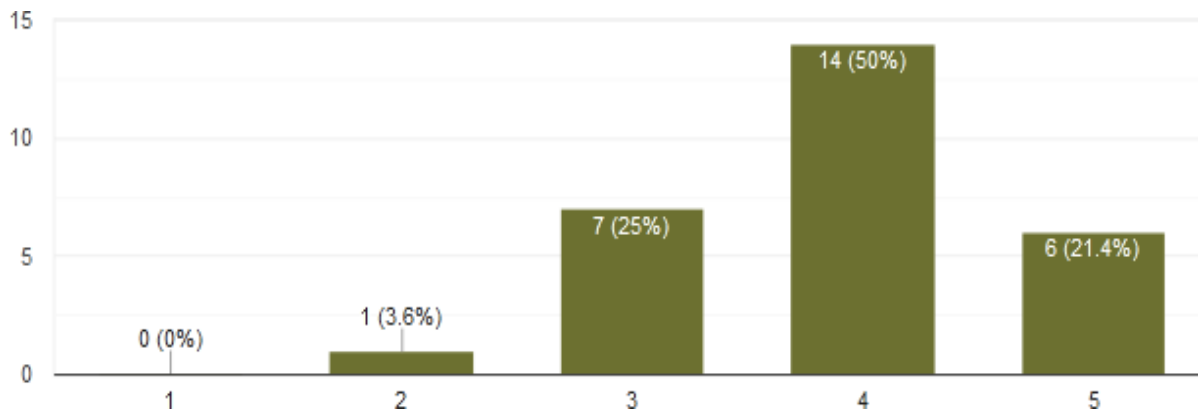


Diagram Bar

4. Arca (28 respon)

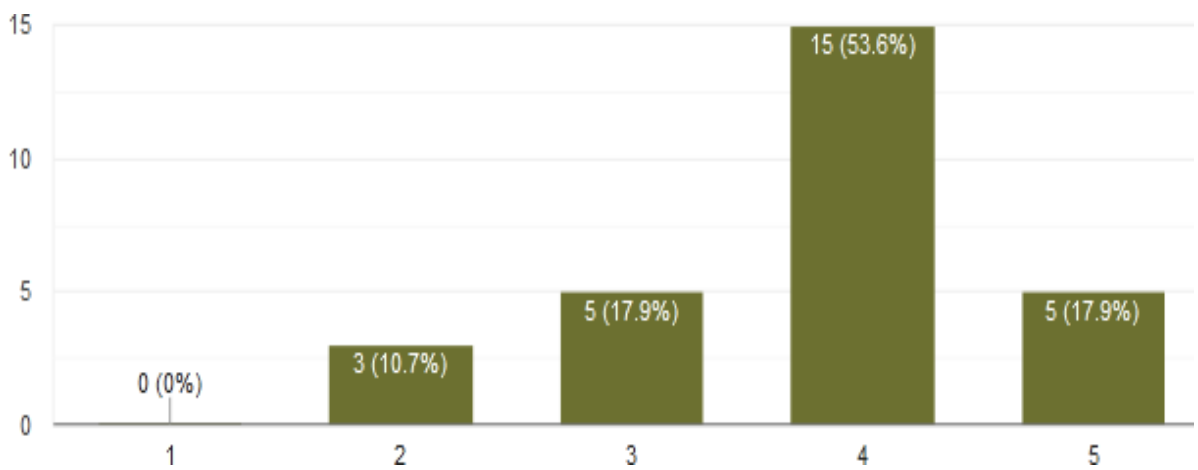


Diagram Bar

5. Prasasti (28 respon)

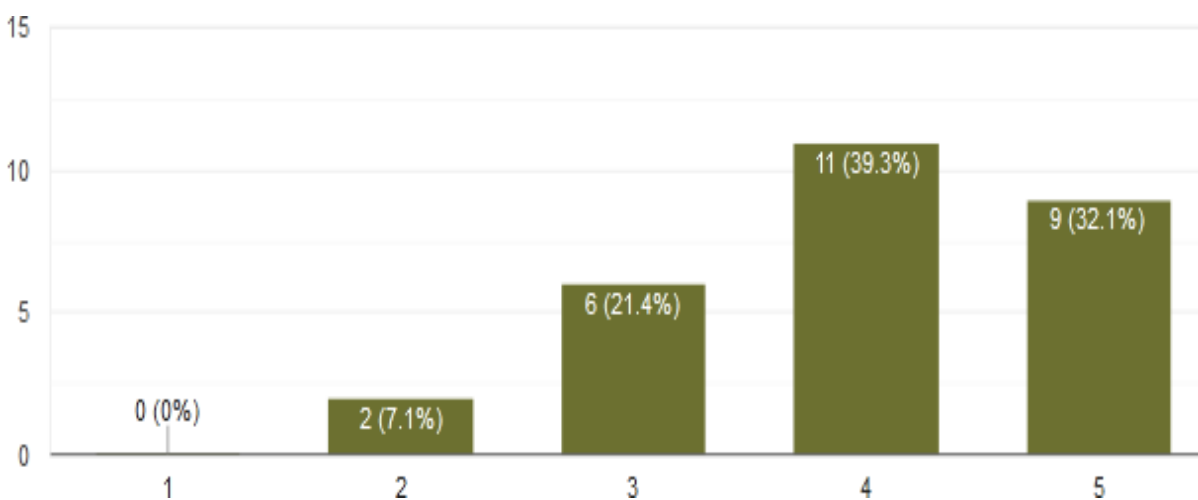


Diagram Bar

6. Myth & Legend (28 responses)

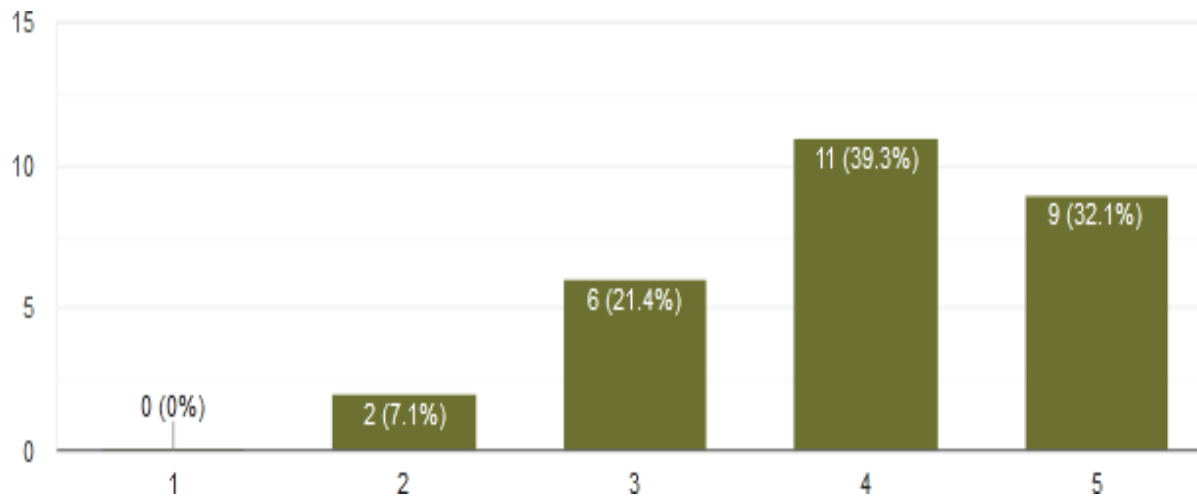


Diagram Bar

Perception of Tourism Access Information :

1: Very Not Supportive 2:

Not Supported

3: Enough

4: Support

5: Very Supportive

1. Entrance (24 responses)

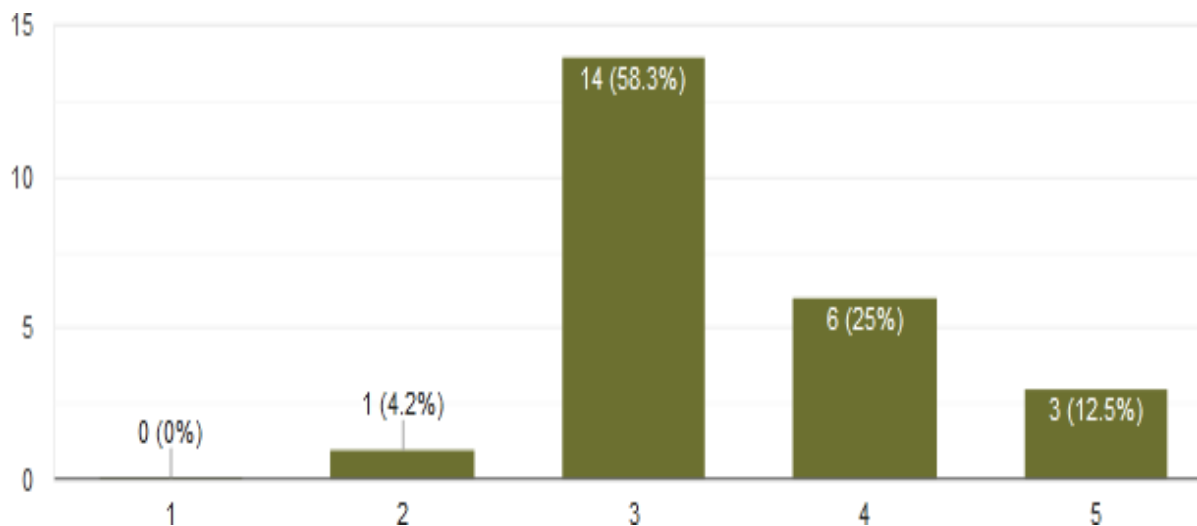


Diagram Bar

2. Availability of Transportation Facilities (24 responses)

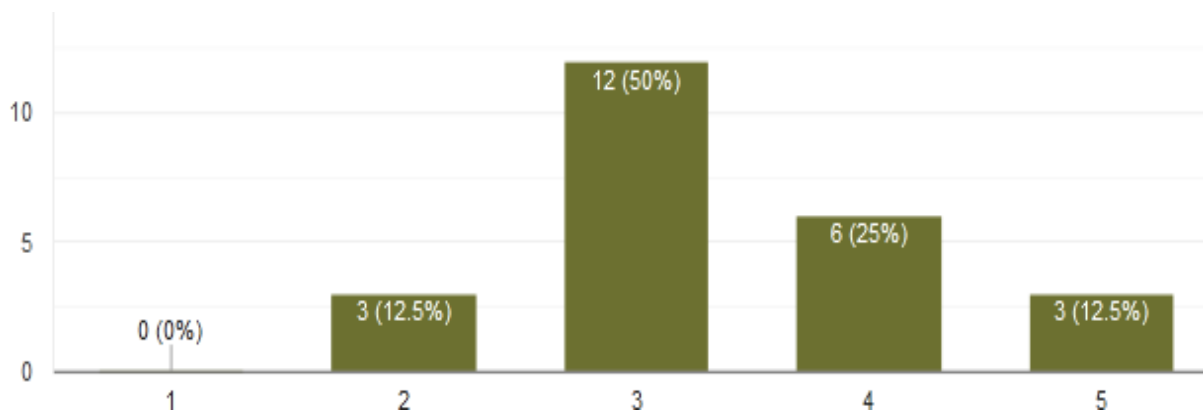


Diagram Bar

3. Directions Signs (24 responses)

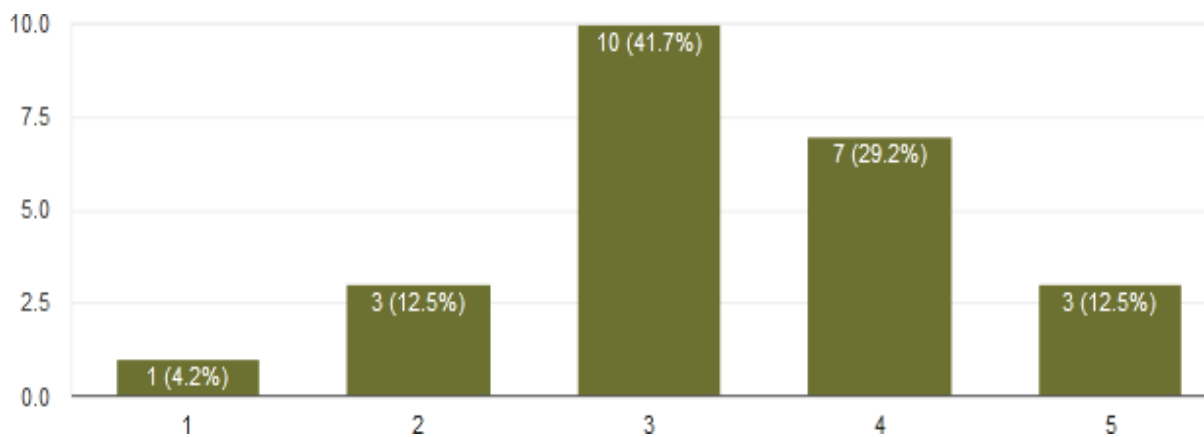


Diagram Bar

1. Promotion (print / electronic / online) (27 responses)

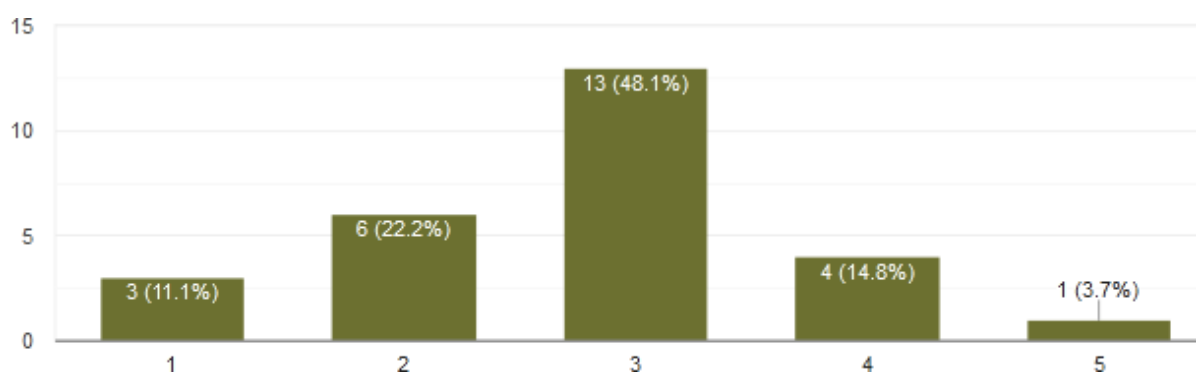


Diagram Bar

Perception of Tourism Facilities / Facilities and Infrastructure (mark that represents your opinion of the facilities and infrastructure in Sukuh Temple)

Physical Conditions

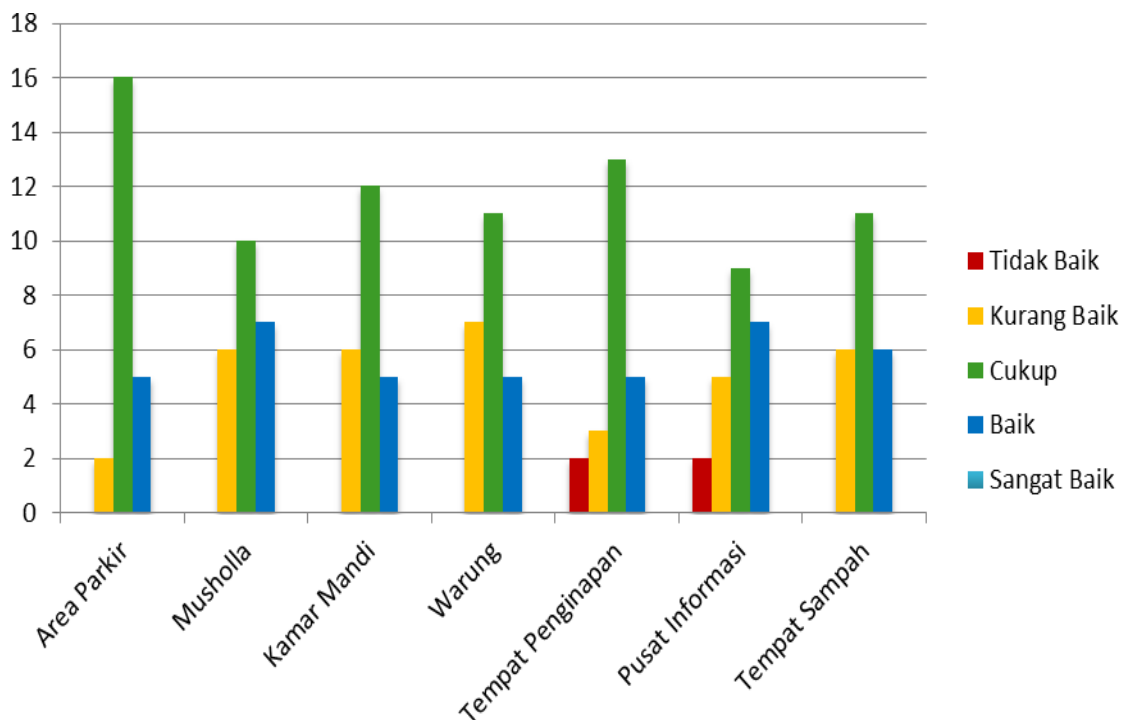


Diagram Column

Cleanliness conditions

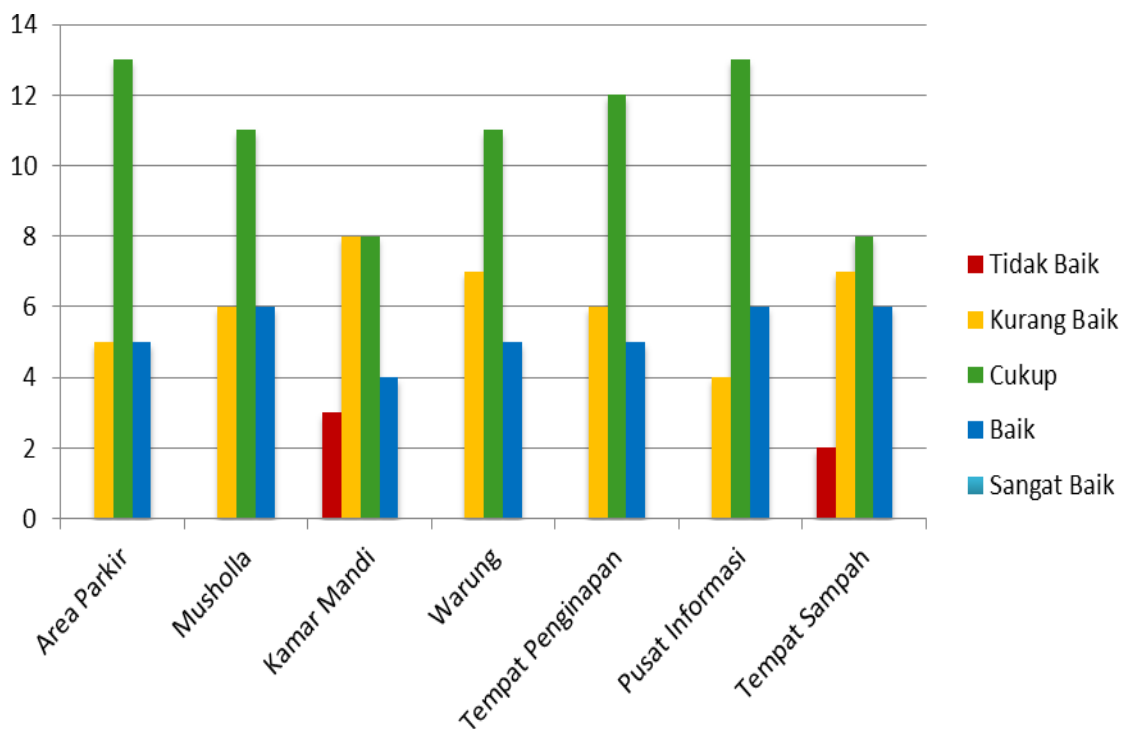


Diagram Colum

1. Satisfaction in Use

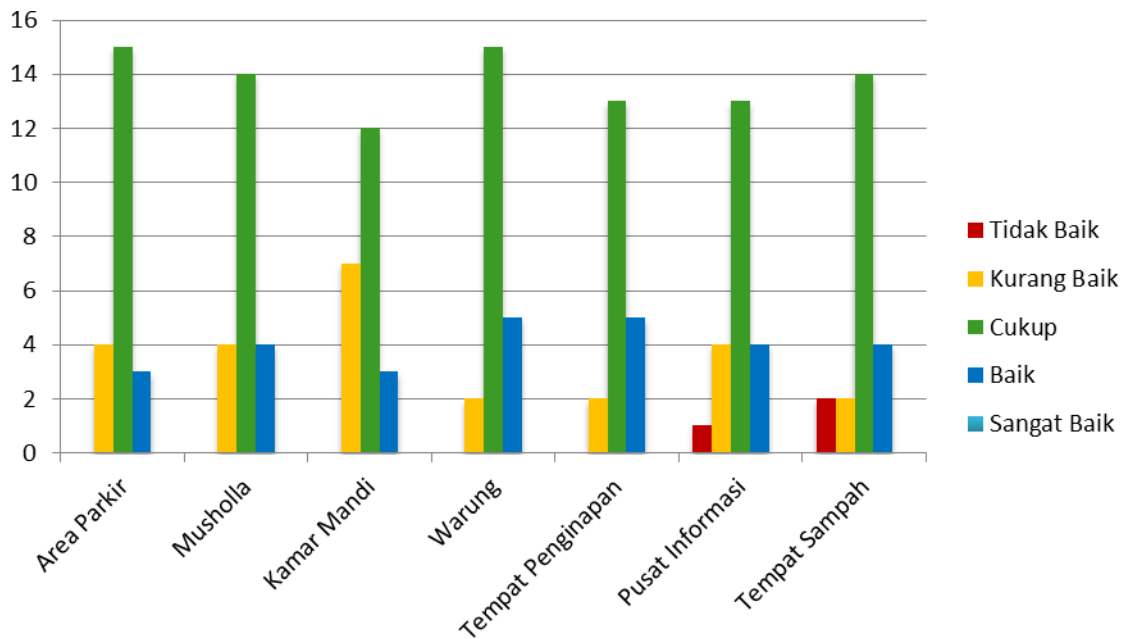


Diagram Column

Perception of Tourism Infrastructure Information :

- 1: Very Not Supportive 2: Not Supported
- 3: Enough
- 4: Support
- 5: Very Supportive

Communication network (23 responses)

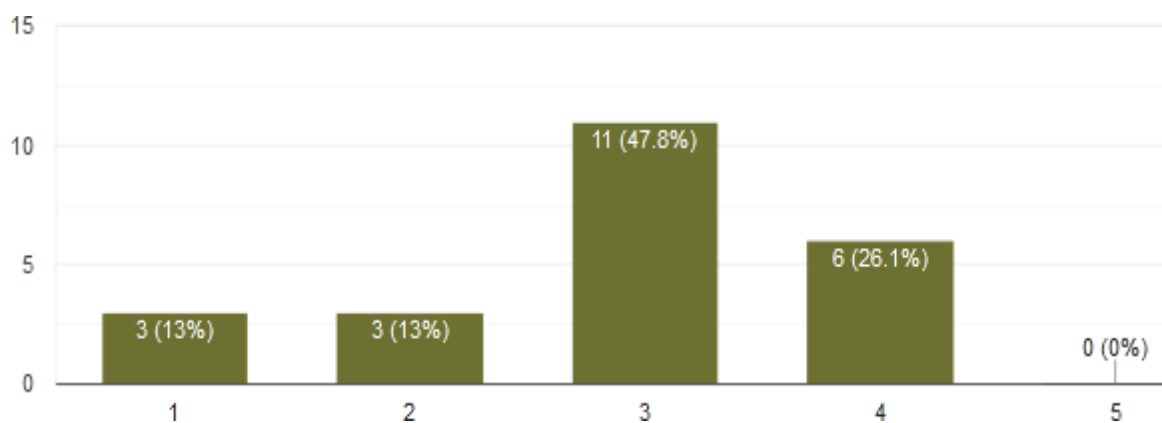


Diagram Bar

1. Electricity Network (23 responses)

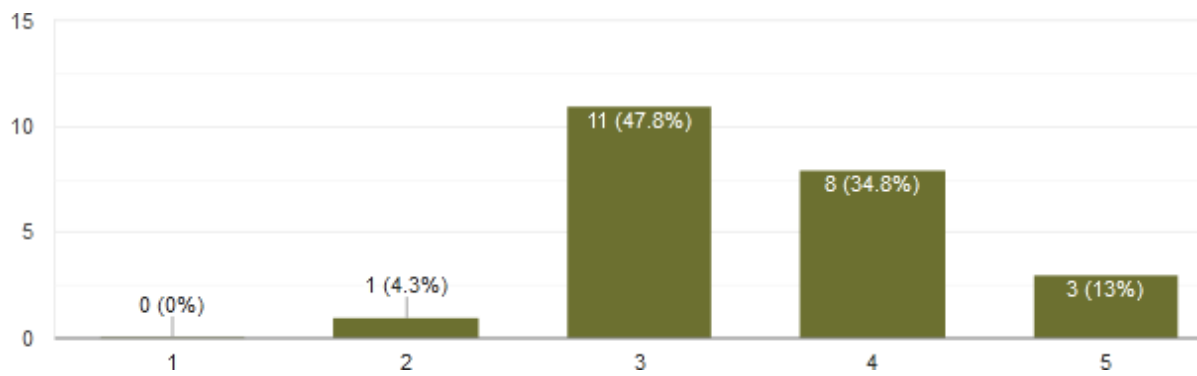


Diagram Bar

2. Clean water (23 responses)

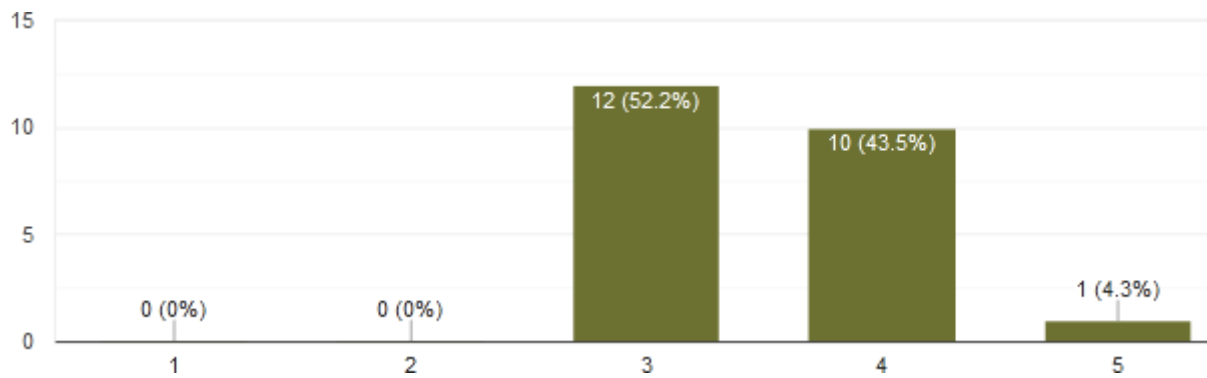


Diagram Bar

3. Waste Disposal System (23 responses)

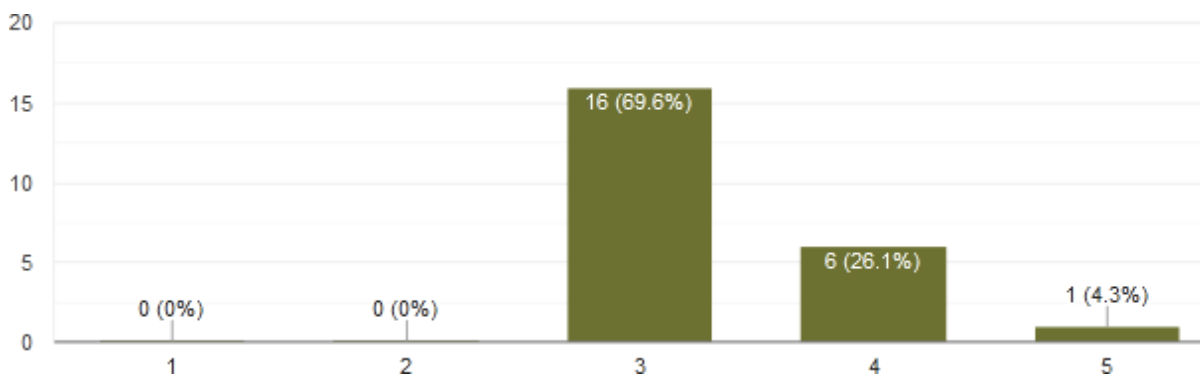


Diagram Bar

Comfort and Satisfaction of Tourism Activities

1. Leisure Tourist Activities

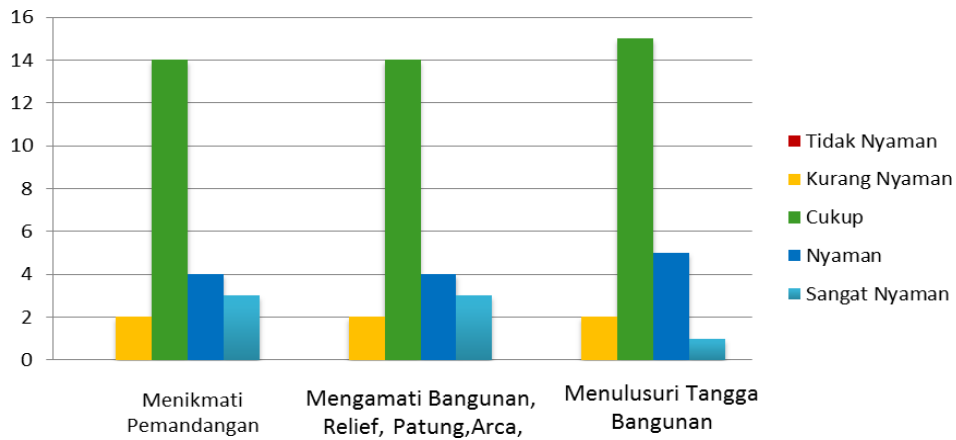
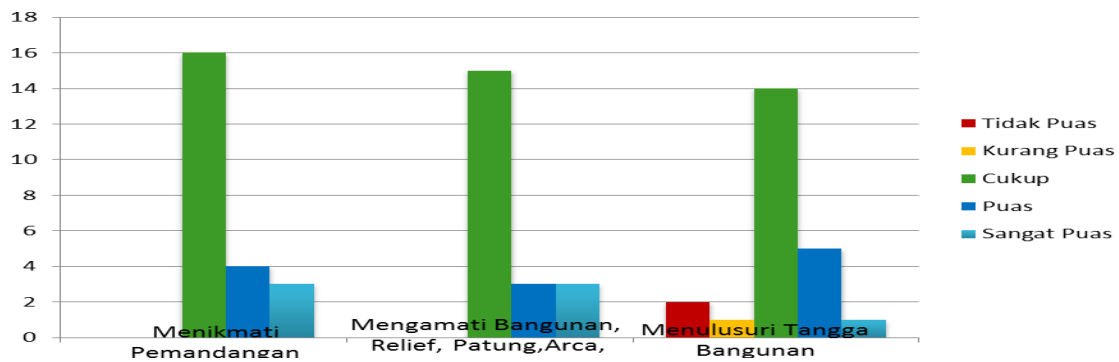


Diagram Column

2. Satisfaction of Tourism Activities



Response to Your Attitude and Influence Against You on Negative Acts on the Tourism Environment

1. Your attitude

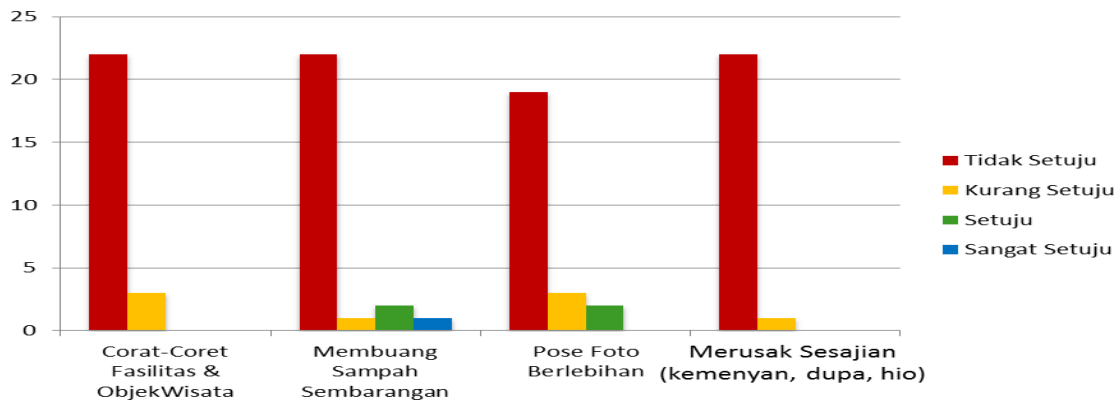


Diagram Column

2. Impact on You

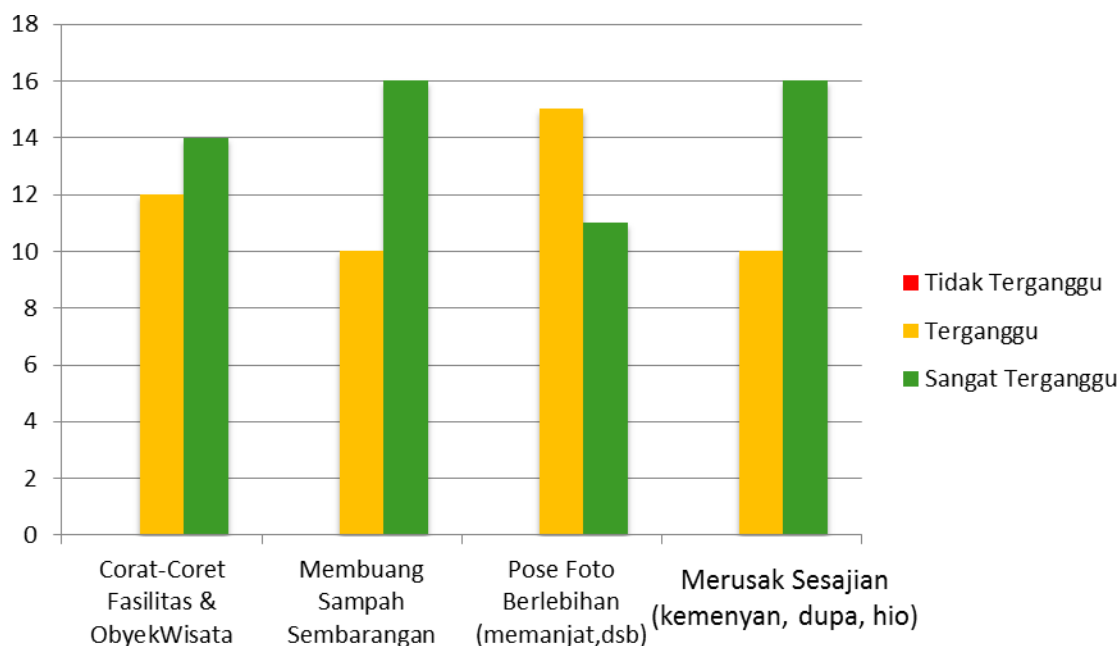


Diagram Column

1. Do you feel satisfaction in traveling in Suku Temple? (25 responses)

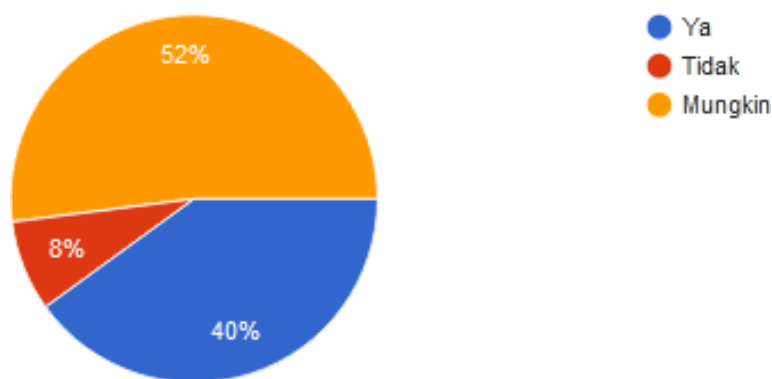


Diagram Pie

5 CONCLUSIONS AND SUGGESTIONS

CONCLUSION

Internal and external factors in Suku Temple are seen from weaknesses, strengths, opportunities and threats. Through the analysis of one of these heritages, it can be explained

from the analysis of tourism products, marketing and institutional development through SWOT analysis. Some of the results of the SWOT analysis, through it will result in the conception (principle) of the preservation of the Suku Temple Site in each zone both from the core zone, buffer and developer through macro development analysis of each zone both macro spatial and non macro spatial.

SUGGESTIONS

Based on the results and discussion of the research obtained can be submitted as follows: Suku Temple tourism promotion makes other platforms not only social media but can be accessed by all people not in Social Media and in collaboration with the Regional and Central Government and the role of Private to be able to support funding.

Improve the sign system so that local and foreign tourists can find out the location and facilitate information about the temple. The rules in the Suku Temple environment are emphasized by getting sanctions for the general public for not scribbling / vandalism on the area and its environment. Transportation facilities are improved in order to facilitate access then cultural events are made schedules and concepts or themes to attract foreign and local tourists specifically milenial teenagers who need to know the Culture and historical heritage of Indonesia.

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