

Jolotundo As an Attraction of Local Wisdom Based Ecotourism

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Abstract

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Tourism has now developed into one of the largest industries in various parts of the world by providing many benefits in each sector. In addition this study also aims to determine whether there is an influence of the perception of tourists in the Jolotundo area as an ecotourism attraction in the village of Seloliman. Ethnography was used to conduct this study. Qualitative data related to local wisdom were obtained through several techniques. Interview and observation were used to gain the main data, while secondary data were taken from related document analysis. The result The most frequent activity of visitors to Jolotundo is at night. On certain nights, such as on the full moon night, Friday night *legi*, 1 Muharram night, and on the night of one *Suro*. On that night Jolotundo was full of pilgrims, many thousands of pilgrims came to hold rituals with a specific purpose. Every day the Jolotundo temple is crowded by visitors. Many of them are carrying out activities in the temple. Every activity carried out by the community varies depending on their desires and beliefs. Some visitors who come to Petirtaan Jolotundo also have a need for recreation "refreshing the mind" and can also be used for study tours because the natural panorama of Petirtaan Jolotundo tourism is indeed very beautiful and cool on the western slope of Mount Penanggungan, so it also right to refresh the mind.

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1. INTRODUCTION

Indonesia is a country rich in resources. One of them is resources in the field of tourism, both natural and cultural tourism (Pawitra,2013). The role of tourism in national development, aside from foreign exchange earnings also contributes to strategic fields in national development, including: creating and expanding business opportunities, creating and expanding employment, increasing community and government income, encouraging the preservation and development of the nation's culture, encouraging improving other sectors of development, broadening national outlook, strengthening national unity and integrity, fostering a sense of patriotism and encouraging regional development (Karyono, 2007).

Tourism has now developed into one of the largest industries in various parts of the world by providing many benefits in each sector (Aliman,2014). Directly the tourism sector creates jobs for the community, suppresses unemployment and poverty, creates new business opportunities and adds to the region's original income and increases the country's foreign exchange. The existence of tourism is able to generate business activities so as to produce significant socio-cultural-economic benefits for a country (Jones,2005). In addition, other sectors such as agriculture, advertising, and the industrial sector also support the development of tourism, especially in providing the needs of food, drink tourists and handicraft products needed by tourists, because tourists are one of the stakeholders who have an important role in tourism.

In addition, the tourism sector is also one of the ideal tools for the preservation of the natural, social and cultural environment, in strengthening the friendly relations between nations and lifting the nation's image in the eyes of the international world (Bkric, 2008). For this to work, good cooperation from various tourism stakeholders is needed, including local government, private sector (investors), the community, non-government organizations, and academics.

Historical and cultural heritage is a nation's cultural heritage that needs to be preserved, because it contains a system of values and ideas that have developed in the past that are very useful for the development of the culture of today's and future societies (TIES,2006). East Java, historical and archaeological heritage is very much expected to foster a sense of unity towards the nation. Like Petirtaan Jolotundo, which is located in Balekambang Hamlet, Seloliman Village, Trawas District, Mojokerto Regency. To reach the location Petirtaan Jolotundo can be traveled directly by two-wheeled vehicles and four-wheeled vehicles through a paved road.

Trawas is a tourist area and Tourist Destination Area (DTW) in Mojokerto Regency which has mountain topography with an altitude of 800-1200 meters above sea level, providing natural beauty of the mountains which is comfortable and beautiful. The Trawas tourist area is stored as an ancient site from Majapahit and Airlangga which witnessed a nation's journey. Since the beginning of the 80s the Trawas region has become the target of investors and wealthy people of the city to be a resting place in the form of villas and hotels. In less than 20 years there have been many hotels, villa complexes and various family recreation facilities (Department of Youth and Sports, Mojokerto Regency: 2016).

This Jolotundo Petirtaan has its own uniqueness in attracting visitors or tourists. So that Petirtaan Jolotundo has become an object of tourism in Seloliman Village, Trawas District, Mojokerto Regency. Therefore, the reason researchers took the theme of the Jolotundo area as a place of tourism. Because according to the researchers do not know exactly or for certain who have conducted research on the uniqueness of Jolotundo as tourism so that it becomes a place of attraction for visitors, not all people understand about Petirtaan Jolotundo as a national culture that needs to be preserved so we need to know the history of the Jolotundo Petirtaan site in Seloliman Village Trawas Regency of Mojokerto, East Java, Indonesia as show in the following figure 1 Shows the location Map Jolotundo:

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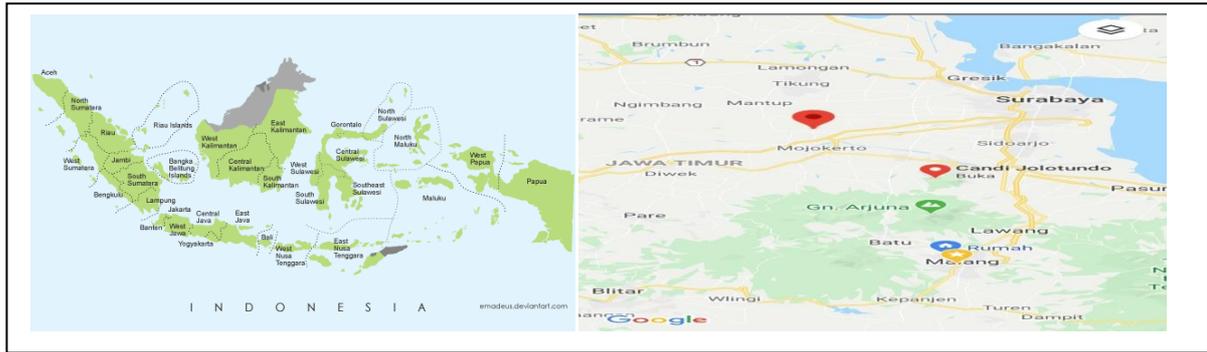


Figure 1. Shows the location Map Jolotundo
(Source from Google Maps,2020)

The diversity of the attraction should be a driving factor as well as an attraction for visitors or tourists to visit to witness the uniqueness. In addition, efforts made to develop or manage attraction are better, supported by the provision of tourism facilities and supporting facilities for the needs of tourists while in tourist attractions, easy access to travel and appropriate promotions can make tourists want to visit again these tourist attractions. Considering all the conditions related to the services provided and provided in Jolotundo area attractions, this study intends to find out what motivates tourists to travel and their perceptions about Jolotundo area attractions. In addition this study also aims to determine whether there is an influence of the perception of tourists in the Jolotundo area as an ecotourism attraction in the village of Seloliman.

2. LITERATURE REVIEW

Suwarno(2002) said that tourist attraction is something that must exist, because attraction is the main element of tourism products as expressed. According to Law No. 10 of 2009 concerning Tourism states that the tourism destination area, hereinafter referred to as a tourism destination, is a geographical area within one or more administrative regions in which there are tourist attractions, public facilities, tourism facilities, accessibility, and communities interrelated and complete the realization of tourism. Tourism Attraction according to Law No. 10 of 2009 concerning Tourism is anything that has a uniqueness, beauty, and value in the form of diversity in natural, cultural, and man-made products that are the target or purpose of the visit.

According to Rahman (2003) the notion of ecotourism has evolved from time to time but that is essentially ecotourism. 1. New forms of responsible travel to natural areas. 2. Adventure that can create the tourism industry, even in some developing a new thought related to the notion of ecotourism. The phenomenon of education is needed in the form of tourism.

According to The International Ecotourism Society (TIES) ecotourism is travel activities that are packaged in a professional, trained, and loading manner the element of education, as an economic business sector, which considers cultural heritage, participation and welfare of the local population and efforts conservation of natural resources and the environment (TIES, 2006).

Drumm and Alan (2002) state that there are six advantages in that implementation of ecotourism activities, namely (1) providing deep economic value ecosystem activities in

the environment that serve as tourist attractions, (2) generate direct benefits for environmental conservation, (3) provide direct and indirect benefits for the para stakeholders, (4) building constituencies for conservation locally, nationally and internationally, (5) promotes the use of natural resources sustainable, and (6) reduce threats to biodiversity in the tourist attraction.

As a community-based ecotourism concept, approach its development certainly involves the community, arguing that the sector tourism can provide economic benefits for the community. Tourism can create various social and cultural benefits, as well as tourism can help achieve environmental conservation goals and principled degrees community control is high, and society holds a large portion of its benefits (Jones, 2005).

Tourism in a country or region will be famous and have a reputation which is good in the eyes of tourists when carrying out good marketing activities. Marketing in tourism has the task of doing search planning market opportunities by identifying the desires of tourists to be able to tourists can get optimal satisfaction. For more details, The following understanding of tourism marketing. According to Yoety (2008) quoted tourism marketing is: "A system and coordination implemented as a policy for companies engaged in the field tourism, both private and government owned, in the local scope, regional, national and international to achieve tourist satisfaction by obtaining a reasonable profit".

Pawitra and Tan (2013), with the research title "Tourist Satisfaction in Singapore - A Perspective from Indonesian Tourist". This research integrating the Kano Model, SERVQUAL, and quality distribution functions. The Cronbach test is used to determine data reliability collected. The resulting scale was found to be reliably internally (Cronbach $\alpha = 0.88$). This exceeds the minimum standard of 0.70. Item-total correlation, which is an indication of the level of the item's relationship to the total score, is checked too. Attribute value which was found to be reliable. Singapore is considered to have a positive image in terms of attributes. Singapore is especially considered clean, quiet, relaxed, and entertaining. The tourists also see Singapore as a good place for shopping, spacious and shady. Lines, flyovers and underpasses for pedestrians so freely moving. As for the mood or experience in Singapore, Indonesian tourists generally feel relaxed because of the environment orderly and safe. In addition, they argue that Singapore is a place which is fun and entertaining to visit. Negative picture emerged from the local people who are not friendly and the price of goods is expensive, as evidenced by the relatively low average value for this attribute (3.43 and 3.4 for each).

Aliman et al (2014), with the research title "Tourist Expectations, Perceived Quality and Destination Image: Effects on Perceived Value and Satisfaction of Tourists Visiting Langkawi Island, Malaysia researched in this study is a matter of influence of tourist expectations, perceptions quality, image of the destination, and perceived value to satisfaction tourists visiting the island of Langkawi, Malaysia. Research result shows that all three variables (tourist expectations, perceived quality and image of the destination, a significant positive effect on tourist satisfaction. Of the three variables, the image of the destination applies as the most variable important influences tourist satisfaction, followed by perceived quality and tourist expectations. When the expectations of tourists, perception of the quality and image of the place goals are regressed with perceived value, results show relationships significant positive between the three variables with the perceived value variable. As expected, perceived value has a positive influence on tourist satisfaction. The higher the perceived value, the higher their satisfaction. This means that

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the tourists are satisfied with it visit the island of Langkawi, Malaysia. Previous research samples are most visitors come from Malaysia and the rest are tourists foreign. The sample used to study as many as 500 respondents. While sampling technique is convenience sampling and analysis techniques using regression analysis.

Baskoro (2019)with the research title Assessment of Community Perceptions of Historical Buildings in Kayutangan Corridor, Malang, Indonesia. Malang is well-known for colonial buildings. Visual quality of historic buildings in theKayutangan corridor makes it an icon of Malang City. Assessment of visual quality isaffected by daytime conditions. Day lighting are factors that influenced the visual qualityassessment of historic buildings. This study meant to assess the visual quality of historicbuildings and aspects that influence by society during the day. This study used mixmethod descriptive quantitative and qualitative method explaining public perceptionabout the visual quality of historical buildings in Kayutangan street corridors during theday. Semantic Differential Scale (SD) was the instrument to describe the respondents'perceptions (positive and negative ones). From the result showed that visual quality of 1of 10 historic buildings in Kayutangan was below the average scores and the most influential variables by society with day lighting in the historic building.

3. METHODOLOGY

Ethnography was used to conduct this study. Qualitative data related to local wisdom were obtained through several techniques. Interview and observation were used to gain the main data, while secondary data were taken from related document analysis. The study took place in area Jolotundo in Trawas. The main data were obtained by asking to the informant who is a guide of the springs and a local citizen as well. This open-ended interview was supported by audio recording feature to hold the valid data. The data also were dug up around 3 month's observation with digital camera to enrich the data. Sampling in this study was conducted to tourists who visiting the Jolotundo area using the accidental method sampling namely how to obtain samples based on tourists who happened to be encountered when conducting research with the characteristics of respondents, namely tourists at least 17 years old and tourists who have visited at least 1 time to the area Jolotundo. In addition, by using video recording feature, and vegetation can be obtained as well. The results of data were analyzed through several steps. Firstly, the qualitative data were reduced based on the needs. Data classification is the next step to categorize into two parts based on the similarity of source and content. The last is data display to show the feasibility of results which considered the focus of the study(Suyanto,2013).

4. FINDING AND DISCUSSION

Findings

Jolotundo Temple is a building with *Petirtaan*. Petirtaan Jolotundo is located in Seloliman Village, Trawas District, Mojokerto Regency. To reach the location of Petirtaan Jolotundo, it can be reached by four-wheeled vehicles via a paved road. With the route Mojokerto - Mojosari - Nggoro - Jolotundo as far as ± 1 Km there is PPLH (Center for Environmental Education). Then we also find the Guardhouse and Archway building as the entrance to the Jolotundo tourist area and the protected forest object which is used as a campsite.

About 1 Kilometer in the north of Petirtaan Jolotundo or precisely in front of PPLH there are remnants of a large enough building foundation made of andesite stone. Besides that, the remnants of the water distribution site are in Srigading Village. Also a large former pool in the Village of Kutogirang that is able to drain water in relatively large quantities, because it is not only able to meet the needs of daily life but can also function as rice irrigation. Archeological relics which are quite large in number and clustered on Mount are proof that this region has a very important value for past life, especially in matters of religious rationality Soviyani (1995:4).

The Uniqueness of the Jolotundo Area as an Attraction for Ecotourism

The Jolotundo area is one of the historical and tourism assets of the Mojokerto Regency. Many mysteries and uniqueness of this region that is still unknown to others. One of them is the quality of *petirtaan* water which is said to have the best springs and quality after *zam-zam* water or number two in the world. The people of Mojokerto and outside Mojokerto, many come to perform rituals and fetch water, are believed to have many benefits, such as being able to cure various diseases and can make youthful. On the night of one *Suro* (towards the first of JawaSuro), Jolotundo joined many people, especially Balinese. They came to carry out rituals and purify themselves in Petirtaan Jolotundo, on the night of one *Suro* that came thousands of people, at that time the community was allowed to take water from the Jolotundo source to take home.

From the results of Stuterheim's research, this *petirtaan* used to have a shower, which is similar to the form of a buffer mountain surrounded by eight lower peaks which have symbolic meaning as a replica of Mount Mahameru. Meanwhile, according to Bosch, relief stories contained in Jolotundo temple consist of 16 panels. Which, panel 1 to panel 13 contains a story taken from the Mahabarata book, while from panel 14 to panel 16 contains a story taken from the book of Khatasaritsagara. The contents of the story in the book Khatasaritsagara tells about the exile of King Udayana with his mother Margayawati on Mount Udayaparwa.

Regarding the function of the Jolotundo temple itself is still debated by scientists. There is one party that states that the Jolotundo temple is the tomb of Raja Udayana. A king who once ruled in Bali. This opinion is based on the existence of Ancient Javanese writing on the south wall of the first terrace of the temple that can be read by Udayana. And this opinion can be strengthened by the word *gempang* which is on the north side of the east wall which can be interpreted as death. As well as the findings of the flattening box which contains ash. This opinion was expressed by Muusses, Van Stein Callenfels, and N.J. Chrome. The word *gemp* can also show the meaning of the deep sadness of the king of Udayana.

Another opinion from W.F. Stutterheim, that the Jolotundo Temple is not the tomb of King Udayana, but the tomb of Makutawangawardhana. According to Bosch, Jolotundo temple is a place for worship of ancestors founded by King Udayana when he was 14 years old. However, Bernet Kempers rejects this opinion, and he believes that the Jolotundo temple is the tomb of King Udayana. Because since 1022 AD Raja Udayana still ruled in Bali. While the number seen in Jolotundo temple is 899 saka or 977M.

From the results of research F.D.K. Bosch already mentioned, it can be seen that the panel reliefs in number XV and number XVI are relief panels that tell the life of King Udayana and Mother Margayawati (his mother) taken in the Kathasaritsagara book. With

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that, the writings of Udayana and Margayawati were carved in the southeast corner of the first terrace, which is a clue to the contents of the story of the relief panels on it. It was at Jolotundo that humans could invoke grace to obtain happiness. By cleaning up first, then worshipping the statue contained in the library. Furthermore, it can also do meditation or yoga to get peace.

From there many of the people who consider that the Jirtoto Petirtaan is a sacred place, so that many believe there are many mystical things in it that have historical value. An ancient bathing relic of the kingdom of kahuripan (PrabuAirlangga) famous by the name of Jolotundo, which is located on the slopes of Mount Penanggungan, precisely in Seloliman Village, Trawas District, Mojokerto Regency, East Java. The Petolaan Jolotundo in the form of writing number 997 (in the Palawa letters), proves that this petirtaan was made in that year, besides the ancient Javanese writing which reads Gempeng (in Indonesian meaning destroyed or destroyed) means to be a sign that this petirtaan stood before the time Majapahit kingdom, even long before the Singhasari kingdom was founded.

Based on research, according to the belief of the people there this petirtaan became a bathing place for the higher ups of the kingdom at that time. Because through the building on the left there is a men's bathroom, said to have been the King's bath, and the right is a women's bathroom. The uniqueness of this Jolotundo Petirtaan is related to the debit of water that never goes down even in the dry season, the water that comes out of Jolotundo Petirtaan is the best water in the world. This fact was proven after a study of existing water content and it turned out to have a very high mineral content.

According to Yuniarsih's research results, 2017 Petirtaan Jolotundo is a tourist site that has a lot of knowledge in it and Petirtaan Jolotundo has a lot of uniqueness in attracting tourists. Among others, such as recreational tourism, taking water for health, religious tourism and education. Meanwhile, according to Siagian, 2013 some visitors who came to Petirtaan Jolotundo also had a need for recreation "refreshing the mind" and could also be used for study tours because the natural panorama of Jolotundo Petirtaan tourism could indeed be said to be very beautiful and cool on the western slope Mount Penanggungan, so it is also appropriate to refresh the mind. But there are also some who consider the place of Petirtaan Jolotundo to be very sacred, so that in him believe in mystical things because this tour has historical value, belief, and nature as in the following figure 2 traditional rituals explain:



Figure 2. Traditional Rituals

Community's View of Jolotundo's Participation

Many people believe that Jolotundo water is a blessing water. Therefore, it is not surprising that many of those who come with the intention of obtaining blessings from their springs. So before utilizing the spring, many of them are carrying out positive activities first. As explained by Mr. Sunaji as Jolotundo caretaker:

"Before using this Jolotundo water, you should pay homage to the ancestors here, for example worshiping first to be blessed and be sure that what is asked can be granted, and then take a bath or bath."

From Mr. Sunaji's explanation above, before utilizing his water we are encouraged to pay homage to the ancestors first and also pray to Allah SWT. With a firm belief that what you want can be realized.

Every day the Jolotundo temple is crowded by visitors. Many of them are carrying out activities in the temple. Every activity carried out by the community varies depending on their desires and beliefs. As explained by Cak So:

"The purpose of people going to the Jolotundo temple is different, according to what they want. The activities carried out are also different, there are those who come to worship, there are those who shower basically according to their respective beliefs. Some even come here just for holidays."

The most activity carried out by residents in the Jolotundo temple is at night. On certain nights, such as on a full moon night, Friday night legi, 1 muharram night, and on the night of one suro. On those nights Jolotundo temple was crowded with pilgrims, many thousands of pilgrims who came to hold rituals with a specific purpose. As explained by Mr. Sunaji:

People who come to Jolotundo at most nights, mas. Especially on Friday night usually the area of Jolotundo is very crowded. Many people hold a ritual in Jolotundo. Indeed, most people who perform rituals are nights. I often see Mas, because I often take my husband. In the morning there are a lot of visitors but just recreation or just taking a shower, mas. But if there are indeed many rituals at night.

The activities undertaken by residents or pilgrims are not only bathing or bathing, but there are other activities such as:

1. Take a shower or bath

Bathing or bathing is one of the activities carried out by pilgrims. Many of them come to take a bath or take a bath, some even say that if you don't take a bath in Jolotundo, this is not true. As explained by Ms. Sun:

"Jolotundo is a place for people to bathe to clean themselves from sins. From diseases. Coming to Jolotundo if you don't take a bath is not a problem. Because the important thing here is the water, the water here is holy".

Before taking a bath they usually practice the deeds first, like reading prayers according to what they believe, which has become their tradition. These practices were given from generation to generation from their ancestors, which until now is still well preserved and preserved by respecting respect. As explained by Ms. Sri:

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"I myself before bathing has its own practices mas, read the prayers first, the practices were originally from the ancestors first, then passed down to their children. The practice between one person to another is different ".

2. Pray

Praying is an activity often done by Hindus when in Jolotundo. Every holiday is quiet, many of them come. By bringing incense and various kinds of flowers, as their tradition. Not only prayers are done, but there are some of them also carry out activities such as other pilgrims namely bathing or bathing. As explained by Mr. Sunaji:

"The Jolotundo temple is crowded, because many Balinese people come. The Balinese come here always to pray first. After praying there is usually a shower too. "

3. Meditation or Yoga

Semedi or yoga is one of the activities carried out in order to obtain calm. Because with the sacred atmosphere can make the heart and mind become calm. Therefore, many of the pilgrims who carry out these activities. As explained by Mr. Aji:

"This is a sacred place of mas, a sacred place. I myself, when I come to this temple, it is usually a goal, I want to win my mind, if at home there are many problems, I often come here, ma'am so that my mind is calm"

4. *Ruwat Sumber*

In general, Seloliman villagers still care about and still maintain the traditions and culture of rural Java. One of them is *ruwat sumber*. *Ruwat Sumber* is one of the activities that is carried out routinely every year in the month of Suro. With the place of the procession of *Ruwat* the source which was held in Jolotundo temple. This source meeting was held as a form of gratitude to Allah SWT for having presented Jolotundo and his water in the midst of the Seloliman community.

Aside from being a sign of gratitude, the activity is carried out with the aim of praying to ask Allah SWT, so that the spring water in the Seloliman village is always smooth and can support all its citizens. Especially Jolotundo spring which is the source of life for Seloliman residents during the dry season. As explained by Mr. Hendra:

"Every year in Jolotundo, there is *Ruwat Sumber mas*, the tradition of Seloliman residents. This source meeting is usually held in Jolotundo, many people come here bringing cone, fruits, various kinds of gold. And the *ruwat* of this source is done as a sign of gratitude to Allah, so that the water can last forever for the citizens of Seloliman". The other purpose is to hold *ruwat sumber*, namely to remove obstacles and obstacles, diseases, and to prevent logging.

Discussion

The most frequent activity of visitors to Jolotundo is at night. On certain nights, such as on the full moon night, Friday night *legi*, 1 Muharram night, and on the night of one Suro. On that night Jolotundo was full of pilgrims, many thousands of pilgrims came to hold rituals with a specific purpose. Every day the Jolotundo temple is crowded by visitors. Many of them are carrying out activities in the temple. Every activity carried out

by the community varies depending on their desires and beliefs. Some visitors who come to Petirtaan Jolotundo also have a need for recreation "refreshing the mind" and can also be used for study tours because the natural panorama of Petirtaan Jolotundo tourism is indeed very beautiful and cool on the western slope of Mount Penanggungan, so it also right to refresh the mind. But there are also some who consider the place of Petirtaan Jolotundo to be very sacred, so that in him believe in mystical things because this tour has historical value, belief, and nature. (Wulandari,2013)

5. CONCLUSSION

PetirtaanJolotundo is a tourist site that has a lot of knowledge in it and has a lot of uniqueness in attracting tourists. Among others, such as recreational tourism, taking water for health, religious tourism and education. The most frequent activity of visitors in Jolotundo is at night. On certain nights, such as on the full moon night, Friday night legi, 1 Muharram night, and on the night of one Suro. On that night Jolotundo was crowded with hundreds of pilgrims, who came to hold rituals with a specificpurpose.

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