

# Potency Exploration of Trowulan Cultural Heritage Area as Educational Facility

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**Abstract:** Trowulan is a very popular cultural heritage area in Mojokerto city and designated as a National Tourism Strategic Area which is thick with cultural and historical elements. The purpose of this study to explore the tourism and cultural heritage potency in Trowulan area as education facility. The object of this research is the existing cultural heritage in the Trowulan area including Bajang Ratu Gate, Petirnaan Tikus, Brahu Temple and Majapahit Information Center. This study used descriptive research with a qualitative approach and sampling techniques using purposive sampling techniques. The results of this study indicated that the majority of visitors who are student-certified were 52.5%, the response of visitors related to the perception of the attractiveness of the tourist environment was 62.1% very interesting, and the perception of tourist accessibility to visitors responds 76.4% supported this condition. Visitors expressed satisfaction with the facilities and activities in the tourism object. This proved that the Trowulan cultural heritage area can be used for holidays and educational facility.

## 1 INTRODUCTION

Indonesia is a country that is rich in history and culture in the past, namely the existence of kingdom spread among others the Majapahit kingdom, Singasari kingdom, Sriwijaya kingdom, and Kutai kingdom. This can be proven by the presence of artefacts in the form of sculpture, statues, and temples. Every cultural heritage has historical value and knowledge (Rahmi and Qiram, 2018). Trowulan is a tourism area that has a great history for civilization in Indonesia, where there are relics at Majapahit's heyday. As a city, the Trowulan site stores many cultural heritage objects from various aspects of life that are interesting to be learned. Trowulan is a place that has potency that can be developed both in national and international regions (Sektiadi, 2016). This potency can develop in line with the interest and motivation of the community who can participate in preserving and widely introducing Trowulan tourism areas as tourism areas and educational facilities.

However, there are still some communities, especially Mojokerto residents who don't know those places, haven't even visited the tourism object. There are also people who do not know, that Trowulan has

the potency as a tourism place, a media of educating both history and culture. Likewise with people in several large cities, there are among them who do not know the historical sites and religious tourism in Trowulan. This raises concerns about the Majapahit kingdom site, especially the temple, which should be protected and preserved.

Some tourist areas that have historical value certainly have their own appeal for visitors to make a tour. This can be a motivation for the community to participate in developing and disseminating both location information, tourist conditions and values contained in the tourist attractions. According to the results of the 2016 East Java museum's cultural heritage visitor report, the Majapahit museum in Trowulan Mojokerto is still the favourite from year to year. This can be seen in Table 1.

Table 1. Shows the ranking of visitors to the museum in East Java. Where Majapahit became the first rank site that is often visited by tourists, because this museum keeps the Majapahit Kingdom and some other remains from various regions in East Java.

Table 1: 2016 East Java museum's cultural heritage visitor report (Balai Pelestarian Cagar Budaya, 2016).

No	Name	Location	Number of Tourists
1	Museum Majapahit	Trowulan, Mojokerto	146.689
2	Museum Sumenep	Sumenep	41.246
3	Museum Trinil	Ngawi	21.811
4	Museum Penataran	Blitar	6.734
5	Museum Airlangga	Kediri	6.575

The Trowulan site also has support from the World Monument Fund (WMF), an international organization engaged in preserving cultural heritage with one of its programs, namely the World Monument Watch releasing a list of threatened heritage sites. Trowulan is included in the World Endangered Site and will be listed as the 2014 World Monument Watch (Davison and McConville, 1991). This study aims to describe the characteristics of visitors who travel to Trowulan cultural heritage, activities carried out by visitors and know the response of visitors to tourist attractions but also to explore the potency of cultural heritage tourism areas in Trowulan including Bajang Ratu Gate, Petirtaan Tikus, Candi Brahu, and Majapahit Information Center as an effort to preserve Majapahit cultural heritage and as a education media (Abadiyah, 2014; Wijaya, Bahruddin and Hidayat, 2015). Movable cultural heritage objects are mostly stored in the Majapahit Information Center or better known as the Trowulan museum, while immovable cultural heritage objects are scattered in several villages and some have been successfully restored by the Project for the Development of Former Antiquities History of the Majapahit Kingdom City works with the Cultural Heritage Conservation Center (Fitri, Ahmad and Ahmad, 2015).

## 2 METHOD

This research is an exploratory research using descriptive analysis. This study used purposive sampling as a sampling technique, in which researchers set several criteria's, including samples taken at each place of tourism a number of 30 people, visitors who were used as data collection at a minimum level of junior high school education. The place used in the study were 4 Trowulan cultural heritage objects, which included Bajang Ratu Gate,

Petirtaan Tikus, Brahu Temple and Majapahit Information Center (PIM).

Preparation Research Concept of Potential Exploration Study of Trowulan Tourism Area as Education Facility in Mojokerto Regency is carried out systematically so that the direction and objectives of the research do not deviate from the problems that have been formulated at the beginning of the study.

Based on the research implementation approach that used qualitative research approaches commonly with triangulation in data collection techniques, the methods used in the collection and information implementation in this study were:

### 2.1 Observation

This technique allows the researcher to draw inferences (conclusions) about the meaning and point of view of the sources, events, or processes observed. Through this observation, researchers will see for themselves the unspoken understanding (tacit understanding), how the theory is used directly (theory-in-use) and the point of view of sources that may not be grieved through interviews or surveys

### 2.2 In Depth Interview

Primary data sources or main data related to the problems in this study were obtained from the results of in-depth interviews conducted by researchers on key informants. Determination of informants was done by purposive sampling technique. Purposive sampling was a sample determination technique with certain considerations.

### 2.3 Documentation

Documents were notes of past events. Documents can be in the form of writing, pictures, or monumental works from someone. Document study was a complement to the use of observation and interview methods in qualitative research to obtain more credible / trustworthy research results

Based on the data collected, since the observations were made, the data was actually analysed or interpreted by the researcher. Nevertheless, the results obtained must be explored and synthesized, so that resulting new propositions and conclusions.

## 3 RESULT AND DISCUSSION

Cultural heritage tourism area is one of the objects that are used by visitors to enjoy the beauty, learn the historical and cultural values contained in each place

of tourism object. Based on the results of observations of research conducted, that the majority of visitors were students from kindergarten, elementary school, junior high school, senior high school and some are college students. Based on the results of the study, 52.5% of visitors were students, 16.7% were self-employed, 8.3% were private workers and 22.5% were civil servants. This was in accordance with the purpose of visiting tourism object which stated that 45% of the Middle Semester Activities (KTS) have been held by schools and 46.7% of visitors aimed to have a vacation, 5.8% of visitors wanted to know the culture of tourism objects and 2.5% visitors did research which was one of the final project of KTS. Tourists who visited the Trowulan cultural heritage tourism object stated that 90.8% of the tourism objects were interesting and felt happy about the visited tourism objects, 9.2% felt unattractive and unhappy, this was caused by visitors got little information that supported the tourism object of cultural heritage as an education media, both in the form of brochures and tour guides. As many as 68.3% stated that they first visited Trowulan's cultural heritage objects, and there were no visitors who had more than five visits. In addition, tourists visited together with tour groups at 68.3%, with friends at 18.3% and at 13.3% with family. The largest tourism group were 68.3% of the school group and 5.8% visited with the recitation group.

Based on the results of the research obtained, it shows that cultural heritage tourism in Trowulan has the potential as a means of education for visitors. Visitors stated 62.1% very attractive both in terms of beauty, historical and cultural lesson views. This is in accordance with the support of the visitors, if the Trowulan tourist area was used as an educational facility.

The visitors had various responses about the objects in Trowulan. This could be seen from the results regarding the perception of the attractiveness of the tourist environment, which included the beauty of the temple, views of the park, history lessons, cultural lessons showed 62.1% of visitors felt very attractive and 37.9% said it was interesting. This results had an impact for the convenience and satisfaction of activities done by visitors in the tour, which can be seen in the Figure 1.

Based on the Figure 1, visitors stated that 24.4% felt comfortable while enjoying the park view, the temple view, learned the historical value and cultural values and the level of satisfaction reached 38.5%. Whereas, 75.6% of visitors stated that they were very comfortable in doing tour activities and 61.5% of visitors were very satisfied with all the activities

carried out at Trowulan's cultural heritage objects. This can be seen from the variety of activities carried out by visitors from enjoying the beauty of the scenery, looking for information about visited objects, taking pictures together, even joking together. In addition, there were also visitor perceptions about the accessibility of Trowulan cultural heritage objects, which can be seen in the Table 2.

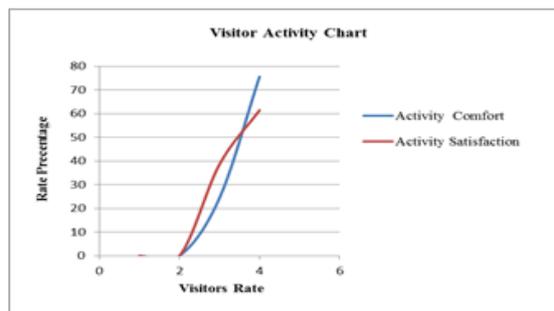


Figure 1: The graph of visitor activity chart.

Table 2: Perception of visitors against tourism accessibility.

Accessibility	Not Support	Less Support	Support	Highly Support
Entrance	0	6,7%	53,3%	40%
Transportation Availability	0	0	91,7%	8,3%
Sign Posts	0	0	84,2%	15,8%

In entrance access, 40% of visitors said they were very supported, 53.3% of visitors said supported and 6.7% of visitors said they were less supported, this was because there were some dusty road conditions and clay that was scattered due to project activities. Visitors responded that 91.7% supported and 8.3% very supported of the transportation availability facilities that were easily available to get to tourism objects, due to the location of tourism objects close to major highways. In addition, road signs also determined the convenience of visitors on the way to tourism objects, a number of 84.2% visitors expressed to support and 15.8% visitors said they very supported.

Perceptions of tourism facilities also affected in terms of travel, which in the presence of a good and supportive response can improve and develop existing facilities in tourism objects and supporting booster of tourism objects exploration both domestically and abroad. The facilities contained in Trowulan's cultural heritage objects include parking lots, information centers, places of worship, reading

places, trash bins, toilets, gazebo, parks and souvenirs shop. The facility can be known about its physical and cleanliness conditions to determine the utilization satisfaction level by tourists. The Visitors' responses regarding these conditions can be seen in the Figure 2.

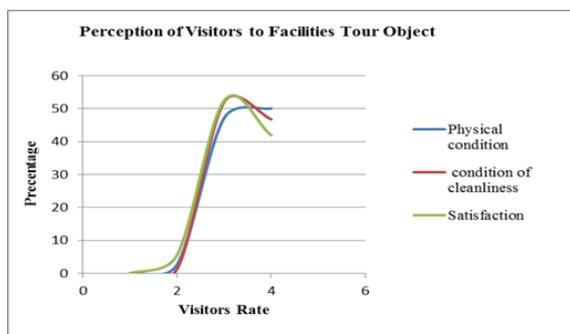


Figure 2: The graph of perception

Based on Figure 2 explained that 50.1% of visitors stated that the physical condition of cultural heritage tourism facilities was very good, 47.2% of visitors stated that the condition was good and 2.7% of visitors stated that their physical condition was not good, this could be due to some minor damage to the facilities provided. Visitors' perceptions to tourism facilities in their cleanliness conditions on the graph above obtained 46.8% of visitors stated that they were very clean, 52.1% of visitors stated that they were clean and 1.3% of visitors said they were not clean, this could be due to the large number of visitors used facilities so that there were visitors who felt the cleanliness conditions at the facility were reduced.

Visitor satisfaction in the use of the facilities provided in Trowulan cultural heritage tourism objects depicted in the graph above showed that 41.9% of visitors expressed their satisfaction, 52.5% of visitors expressed satisfaction and 5.56% of visitors stated that they were not satisfied. Visitors felt dissatisfied can be caused because the number of available facilities was less fulfil when the number of visitors increased in the same day and time, such as a parking lot, where visitors found it was difficult to park the vehicle when increasing the number of visitors at the same time, as well as parking which was separated from the location of the tourism object, which was due to the renovation of the parking lot.

The visitors agreed on the existence of sustainability management that must be done by every layer of society, but there were some visitors a number of 2.5% who stated that they did not agree to the sustainability management of Trowulan cultural heritage tourism, because the visitors thought that it

was enough, both of beauty scenery and facilities provided. Basically visitors strongly agreed to the preservation activity of cultural heritage result in order to keep well both now and in the future. Besides that it could be used as an education media, both historical and cultural values in every tourism object.

## 4 CONCLUSION

The result of the research conducted at Trowulan's cultural heritage tourism object have the potency that support the activities of traveling and educating, both in terms of the attraction of tourism environmental object, accessibility of tourism object, and available facilities. Visitors feel less happy to travel in the Trowulan cultural heritage tourism object a number of 9.2%, due to lack of information that supports Trowulan's cultural heritage tourism object as an education media. Less information received, for example from information boards and brochures. Writing that are on the board contains less information, some of them begin to fade so that it is less clear to be read and learned. While brochures, some of the visitors don't even find out who don't know about the brochures distributed as basic information on the tourism object.

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