

Folklor penunjang daya tarik wisata ziarah Desa Pulokalapa = Folklore is a support for Pulokalapa Village pilgrimage tourist attractions

Muhammad Salsabila, author

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Abstrak

ABSTRAK

Tulisan ini membahas mengenai pariwisata ziarah, Desa Pulokalapa, Karawang, Jawa Barat. Kegiatan pariwisata di Desa Pulokalapa memberikan keuntungan bagi komunitas masyarakat dalam meningkatkan taraf hidupnya. Kebermanfaatannya ekonomi tersebut memprakarsai masyarakat Desa Pulokalapa dalam berpartisipasi terhadap pengelolaan pariwisata yang ada di desanya. Masyarakat Desa Pulokalapa sebagai subyek pariwisata untuk mencapai hasil yang optimal, harus mampu memasarkan destinasi wisata di daerahnya dengan sesuatu yang menarik. Pengelolaan wisata dengan mengandalkan pada situs makam saja tidak cukup dalam mendongkrak kunjungan wisatawan. Strategi yang dilakukan masyarakat Desa Pulokalapa yaitu mencoba menyinergikan situs makam dengan folklor. Metode penelitian yang digunakan dalam penelitian ini adalah observasi partisipasi, wawancara mendalam dan studi pustaka.

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ABSTRACT

This thesis examines the tourism of Syekh Quro's tomb in Pulokalapa Village, Karawang, West Java. Tourism activities in Pulokalapa Village provide benefits for the community in improving their standard of living. These economic benefits initiated the Pulokalapa Village community to participate in tourism management in their villages. The Pulokalapa Village community should be able to advertise their tourist destinations with something interesting to achieve the optimal results as tourism subjects. Managing tourism by relying on grave sites is not enough to boost tourist visits, so strategic actions are needed in building tourism. One of the strategies carried out by the Pulokalapa Village community is to try to synergize local wisdom (folklore) by reactivating narratives to build a tourism image in their area. Packaging tourism potential narrated by managers and village communities collectively to the visitors in tourism practices. The narrative of folklore by the people of Pulokalapa Village is used to legitimize the sacred value in tourist destination sites that they have as an attraction for tourism. The research method used in this research is participant observation, in depth interviews and literature study.