

Transfer Ride of The Legend of Rawa Pening: Its Potential to be Literary Tourism

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Abstract. Semarang Regency is an area in Indonesia with alluring tourist destinations and is vast in terms of natural and cultural tourism. The potential for local culture, for example, the Legend of Rawa Pening, has the myth of the dragon Baru Klinting as folklore that has been told orally from generation to generation. The Regional Government of Semarang Regency sees the potential of nature and legend to become a literary tourism destination. At the entry of location, a statue of Baru Klinting was built in the form of a dragon. Around it, the expanse of Rawa Pening becomes a soothing sight. Visitors can also find a relief wall that tells the story of Baru Klinting. However, this tourist attraction has not been maximized. It can be seen from the small number of visitors, which local tourists and not foreign tourists dominate. Ideally, tourism can provide income for local governments and the surrounding community and empower artists. This study aims to provide input to Bukit Cinta tourism management, especially in translating the Baru Klinting legend into performing arts or cinema at tourist sites and on social media. This research was conducted in the city of Semarang. The research method uses a qualitative descriptive method. Obtaining data by observation, interviews and questionnaires. The study's results can be used as input for Bukit Cinta tourism management in Rawa Pening, Semarang Regency, as a literary tourism destination.

1 Introduction

Tourism is a brief trip from one place to another, carried out by individuals or groups to find balance and happiness with the environment in the socio-cultural, natural and scientific dimensions. Tourism is an activity of travelling to get pleasure, seek satisfaction, know something, improve health, enjoy sports or rest, fulfilling tasks, and along with others. Undoubtedly, the purpose of tourism is related to the type of tourism desired. There is an attraction that requires coming to the tourist location. The Tourism Law No. 10 of 2009 Article 1 paragraph 5 states that a tourist attraction is anything that has uniqueness, beauty, and value in the form of diversity and richness of nature, culture, and manufactured products and becomes the target or visit of tourists [1].

Tourism can be divided into nature tourism and cultural tourism. Nature tourism includes mountains, forests, waterfalls, lakes, etc. Meanwhile, cultural tourism includes buildings, customs, culinary, literature, etc [2].

The genre of oral literature in the form of fairytales is spread by word of mouth as folklore is very familiar in Indonesian society. Some places in Indonesia have legends, such as the legend of Malin Kundang, Banyuwangi, Sangkuriang, Baru Klinting, and many more. It shows that literary works have the potential as a literary tourism destination. Tourism positively impacts the environment in terms of environmental management, human resources, and opportunities that can be developed, both business and economic.

There has been a shift in the perspective of tourism which was previously frequently assessed from an economic perspective, along with the development of the tourist concept. In the late 1990s, the notion that travel is a human

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right emerged, contributing to improving human life quality. Therefore, it impacts shifting the tourism concept more comprehensively and holistically. Then tourism is not only seen from the economic side but also all aspects of life in an integrated manner, namely ideology, politics, economy, socio-culture, as well as defence and security [3].

To support the *Visit Jawa Tengah* program, the Central Java Department of Culture and Tourism continues to make efforts to increase the sense of unity or coordination among tourism object management in the form of joint promotions and carry out several stages of improvement, such as: diversifying the types of tourist attractions, improvement and maintenance of access to tourist sites, improvement of tourism supporting facilities and infrastructure, the creation of various activities in the environment of tourist destinations, implementation of the tourism awareness campaign [4].

By holding this research, hopefully, it can support tourism in Semarang Regency to boost Semarang Regency's Original Local Government Revenue. This research aligns with UNDIP's Strategic Research Field Plan for the Social Humanities-Education-Arts and Culture fields, namely tourism management and development. Which aims to create inclusive, safe, durable and sustainable cities and settlements, namely supporting inclusive and sustainable economic growth, workforce full and productive work and decent work for all. This research aims to produce scientific articles, especially those related to literary tourism, which will be followed up with educational and preparation efforts towards the city as a tourist destination.

From a scientific point of view, tourism cannot be an independent scientific discipline. On the contrary, by using a comprehensive approach, tourism demands the support of various scientific disciplines to be multidisciplinary [3].

2 Methods

This research uses mixed methods, which is a combination of two methods. The two methods are quantitative research methods and qualitative research methods. It aims to complement each other's descriptions of the results of studies on tourism potential and opportunities related to tourism destinations descriptively and the numbers to support it [5]. This study aims to describe the potential and opportunities of literary tourism in Semarang Regency with narratives. The instrument used is a questionnaire. This questionnaire is distributed to tourists, tourism object management, and the community by random sampling. The questionnaires were distributed online, considering the conditions during the pandemic and were considered very effective. The questionnaire results will be tabulated and analyzed using an interactive data reduction model, data presentation, and conclusion drawing/verification. It is then combined with interviews, observations, and document studies and poured into a narrative. Furthermore, the team discussed the results and then compiled a scientific report.

3 Result And Analysis

The Rawa Pening lake is vast, about 2,670 hectares. It covers four sub-districts in Semarang Regency, namely Bawen, Ambarawa, Tuntang, and Banyubiru sub-districts between the exotic basins of Mount Merbabu, Mount Telomoyo and Mount Ungaran (<https://dlh.semarangkota.go.id/ini-dia-keindahan-nan-eksotis-rawa-pening-yuk-kesini/>). Rawa Pening is a natural lake associated with the legends and myths of Baru Klinting as a dragon incarnate as a human child seeking recognition from a father. The story of Baru Klinting is a folklore genre of fairytales that lives in the local community.

Legend said that Baru Klinting is an ugly child in the form of a dragon who meditated in a circle on orders from a person who is considered his father. He will be recognized as his son if he can encircle a mountain. His body was overgrown with moss and big trees after years of meditating. Once upon a time, the locals had a big party, and they looked for animal prey in the forest. An exhausted resident, by chance, sat on a large root which turned out to be Baru Klinting's body. When cutting down the roots, blood comes out. After knowing that the root was initially thought to be a snake, the residents decided to kill the snake and cook the meat. The spirit of Baru Klinting transformed into a dirty and fish-smelled child. He also came to the party celebrated by the people. At the party, he was mistreated and expelled. He walked over and met a kind middle-aged woman with a hungry stomach. Unlike the people he met at the party, the middle-aged woman did not hesitate to share her food and drink. Baru Klinting then said goodbye and advised the middle-aged woman to prepare a rice pestle and mortar for the safety of the middle-aged woman if something happened. Only then did Baru Klinting come back to the party. He stuck a stick and asked the locals to pull it out, but no one could pull it out. Furthermore, when he pulled out the stick, a flood came out, which was able to drown the village and the local population. The flood then became a lake called Rawa Pening, and Baru Klinting turned back into a dragon [6]. (Source: Mr. Pandiman, the caretaker at Bukit Cinta Tourism).

Rawa Pening has a fascinating view with a stretch of lake, mountains, and forests, making this place a potential natural tourist destination. One of the exciting places in the village of Banyubiru, Ambarawa, is an artificial tourism object called Bukit Cinta. At the entry of the location, there is a giant dragon statue that encircles a forest. In addition, there is an engraved ornament wall depicting the story of Baru Klinting. This form of tourism combines natural and cultural tourism. People who visit here not only want to know the legend but also to see the place and the impression they want to get. Legend stories used as tourist attractions are known or considered literary tourism [7]. Narrative stories or texts are essential in literary tourism because, through narrative texts, readers and listeners can learn about events that occur at sites or places that will become popular among tourists.

3.1 Visitors

Based on the Central Agency on Statistics of Semarang Regency, the number of visitors to recreational areas in Semarang Regency in 2020 was 1,294,955 domestic tourists and 833 foreign tourists. Thus, the total number is 1,295,788 visitors at various tourist attractions. Meanwhile, for visitors to Bukit Cinta, there were 138,731 domestic tourists and no foreign tourists at all. It shows that tourism in Bukit Cinta is still not well known and widely enjoyed. According to the interviews and questionnaires result, it was found that 85.4% claimed to have known the tourist destination of Rawapening. Based on the questionnaire, it was also known that 51.2% of the questionnaire respondents had visited the tourist destination of Rawapening, and 48.8% had never visited. Of the total respondents who knew about it, 40% knew from family members, 28.6% from friends, 25.7% from online media, 2.9% from folklore, and 2.9% from print media. Of the respondents who have visited, 50% visited once, 20% visited two times, 15% visited more than five times, 10% visited three times, and 5% visited five times. A total of 65% visited with family members, 35% visited with friends, 25% visited with a tour group, and 10% visited with a partner. Most of the visitors, namely 71.4%, visited for natural tourism purposes, 14.3% for selfies, 9.5% for boating, and 4.8% for photographing landscapes.

Thus, it is necessary to promote even better by providing facilities and infrastructure services; make maximum use of existing potential. Tourist attractions as a development and improvement of tourism can take advantage of the potential of nature, flora, fauna, human creations, and culture [9].

3.2 Transfer Ride

The asset of literary tourism destinations in Bukit Cinta Rawa Pening is adequate in terms of nature, flora, human works, and culture. However, the legend of Rawa Pening provides a more captivating opportunity to be developed not only as a fairy tale.⁽¹⁰⁾⁽¹¹⁾ It can be further developed and translated into other art forms. Fairy tales are tourism assets that can boost tourism potential. Various literary tourism activities are always related to the power of fairy tales that excite the memory and have bargaining power for visitors [12,13]. Such as storytelling with demonstrations (wayang beber, wayang kulit, wayang golek, wayang suket, etc.), ballet, drama, soap operas, and films that can be featured at the Bukit Cinta recreation area. So far, there has never been an innovation from oral literature that has been transformed into other arts at the Bukit Cinta tourism location. Based on the results of interviews and questionnaires showed that 52.2% knew based on fairy tales as a child, 47.8% from soap operas, 39.1% from books, 17.4% from films, 13% from friends, 13% from comics, 8, 7% of animated cartoons, and 4.3% of tourist information. The transfer ride of the legend of Rawa Pening on Youtube has been carried out in the form of animated images and films. Based on the transfer research data obtained: 9 animations; 4 soap operas; 2 mystery content; 3 storytelling content; 3 television programs; and 65 vlog content. It would be better if the form of the transfer ride could be utilized at that location by providing a closed or open performance building.

3.3 Artist Creativity Opportunities

Tourism ideally can provide opportunities for human resources to work and make a source of income. At the Bukit Cinta tourist location with the iconic figure of the Naga Baru Klinting, it can provide an opportunity for local artists or other artists to join forces to stimulate the existing potential. For example, sculpture and carving artists can be creative in making souvenirs from the Naga Baru Klinting statue. Puppeteer artists hold a traditional form of puppet theatre (for example, *wayang beber*, *golek*, *leather*, or *wayang orang*) with the play Baru Klinting. The tourism management can also hold festivals or competitions related to The Legend of Rawa Pening folklore. Based on field observations, interviews, and questionnaires, it was found that 87.8% have never seen or heard of a ketoprak show

that presents The Legend of Rawa Pening or Baru Klinting. In comparison, 7.3% answered that they had heard, and 4.9% answered that they had watched. 92.7% answered that they had never seen or heard of a wayang show based on The Legend of Rawa Pening or Baru Klinting, while 4.9% answered that they had seen and 2.4% had heard of it. 90.2% of respondents answered that they had never seen or heard of a wayang beber show that presented the legend of Rawapening and Baru Klinting, while 7.3% had heard of it and 2.4% had seen it. A total of 82.9% of respondents answered that they had never heard a song or song with the story of Baru Klinting and 17.1% answered that they had heard. At the Bukit Cinta Rawapening tourism destination, there are also no memorable souvenirs that visitors can buy. It shows that there is an opportunity for tourism management to provide space for artists to contribute to the development of the tourism object itself.

3.4 Inovation and Revitalisation

Tourism will develop and be attractive if innovation is a prerequisite for tourism destinations' sustainability, especially in the effort to innovate the development of cultural tourism products from creative human sources [14]. Local cultural heritage is not merely a matter of pride but needs to be revitalized to increase economic benefits sustainably. It is necessary to provide a primary tourist object to achieve the target number of tourists. For this reason, the management or owners of cultural heritage must make efforts to innovate products, such as transforming oral traditions like legends into a new form. If innovation and revitalization are successful, it will impact better cultural tourism, be economically profitable, and contribute to local culture's sustainability.

Based on the study's results, The Legend of Rawa Pening and the character of Baru Klinting are only known at a glance, especially by the younger generation. It is because the tradition of storytelling has been abandoned, and children prefer to play with smartphones. It is also rare for children to see animations, soap operas, and films that tell the legend of Rawa Pening. Any means like refreshment can be introduced in schools as a local subject to raise awareness of the local artistic identity. Facilities and infrastructure obviously must be prepared by providing a place for training and performances. Bukit Cinta tourism makes it possible to provide these facilities and infrastructure considering its natural and cultural potential.

4 Conclusion

Tourism has become an important activity in human life, especially nowadays. Tourism is no longer only a source of regional income, along with the development of human needs that can be fulfilled from tourism, such as enjoyment, religious needs, knowledge and experience, and physical and health needs. Tourism literature can be a new option in the development of the tourism sector of an area. The wealth of existing oral literature should be utilized for the community's welfare and the artists' empowerment through tourism.

This research is expected to inspire tourism development, especially in Bukit Cinta Rawa Pening. Based on the data collected, the Legend of Rawa Pening or Baru Klinting, only a handful of people have known, primarily are residents of Central Java and its surroundings. It is unfortunate, given its potential. In the current digital era, the transfer of oral literature to other forms of work can help preserve the richness of local culture. The tourism sector can also be helped by the innovation and revitalization of oral literature. Literary tourism also has the potential to continue to grow and become a new choice for tourists, both domestic and foreign tourists.

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