

TOURISM DEVELOPMENT OF KAMPUNG LAWANG SEKETENG SURABAYA CITY

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ABSTRACT

The research conducted is based on the phenomenon of the Kampung Lawang Seketeng Tourism Object which has a historical tourist attraction because there are many historical relics in the form of buildings and historical objects in the Tourism Object. In addition, this village is known for its two great Indonesian hero figures, namely Bung Karno and Bung Tomo. Therefore, there is a need for continuous development to make the tourism of Kampung Lawang Seketeng better. The purpose of this research is to describe the tourism development of Kampung Lawang Seketeng, Surabaya city. This research uses qualitative research methods by collecting data in the form of interviews, documentation and data analysis. The location of the research was conducted in the Tourism Object of Kampung Lawang Seketeng, Surabaya City. The results of the research obtained are (1) The development of a tourist attraction in the tourism object of Kampung Lawang Seketeng is adequate (2) The development of facilities and services for the tourism object of Kampung Lawang Seketeng is available but is still inadequate in the aspect of parking space. (3) Development of easy access to reach the tourist attraction of Kampung Lawang Seketeng is adequate in terms of road access. However, the direction signs are still inadequate. (4) The development of additional services at the tourist attraction of Kampung Lawang Seketeng is adequate. However, it is lacking in the aspect of hygiene due to the lack of awareness of the surrounding community.

Keywords: *Development, Department of Culture and Tourism, Tourism*

A. INTRODUCTION

Tourism is carried out by traveling to a place where one can eliminate boredom, so that tourism activities are no longer underestimated but as a necessity. According to then Undang-Undang Nomor 10 Tahun 2009 article 1 paragraph 3 that tourism is a variety of tourism activities that are supported by various facilities and services provided by the community, businessmen, government and local governments. According to Sedarmayanti, (2018: 52-53) Tourism has a beneficial impact, along with tourism objectives, namely introducing, utilizing, preserving and increasing interest in tourist objects and attractions and expanding and equalizing business opportunities and employment.

The tourism sector is one sector that is valuable in supporting the community's economy.

One of the cities that has a history during the colonial era is the city of Surabaya. The city of Surabaya, dubbed the city of heroes and thick with the history of the struggle for independence of the Indonesian nation, certainly has various tourism objects that have an attraction for tourists to visit. The city of Surabaya has a very long history of struggle and various historical relics that can be found. Tourists can carry out recreational activities and obtain historical information. Based on Syaifudin's research, (2017) the attraction of Surabaya heritage tourism objects is classified as interesting which is divided into 4 categories, namely the historical building category is very interesting, the place of worship category is interesting, the tomb category is interesting and the zoo category is interesting. The city of Surabaya has many tourist destinations that can be visited. Based on data obtained from the Department of Culture and Tourism in 2020, the city of Surabaya has 40 tourist attractions consisting of museums, religious tourism, historical tourism, shopping areas, various parks and culinary tours. With this large number, the Surabaya City government has set regulations related to tourism. The Surabaya city government's policy in tourism development has been regulated in the Peraturan Daerah Kota Surabaya Nomor 23 Tahun 2012 concerning tourism.

Tourism development continues to be carried out to help the economic sector of the people of Surabaya, especially in areas close to historical tourist sites. Tourism activities in the city of Surabaya continue to optimize its potential by developing historical tourism objects. One of the oldest villages that has a cultural heritage building and has just been inaugurated by the Surabaya city government is Kampung Lawang Seketeng Surabaya. The existence of Kampung Lawang Seketeng is an important asset owned by the city of Surabaya because it contains the values of the struggle of the heroes.

The existence of Kampung Lawang Seketeng has good potential to be developed starting from a place that has historical value and a community that supports tourism. Lawang Seketeng Village will be optimized for its potential by the Surabaya city government by making Lawang Seketeng Village a historical education village.

After the opening or grand opening on November 11, 2019, Kampung Lawang Seketeng is open from Saturday to Monday. Tourists to visit have not experienced a drastic and significant increase so that some tourists who visit the village are just researching historical tourism and some tourists only visit the culinary centers contained in the village. Lawang Seketeng Village). It can be (Maruto & Huda, 2020) seen from the decreasing number of visitors to Kampung Lawang Seketeng from 2019, which has decreased.

Table 1.1
Number of visitors to historical attractions in Surabaya in 2020

No.	Historical attractions	Number of visitors
1.	Monumen tugu pahlawan	71.521 people
2.	Museum Surabaya	11.610 people
3.	Museum WR. Supratman	2.138 people
4.	Museum Hos Cokroaminoto	2.701 people
5.	Djoko Dolog	582 people
6.	Kampung Lawas Maspati	633 people
7.	Monumen Kapal Selam	79.320 people
8.	Kampung Lawang Seketeng	143 people
9.	Makam Sawunggaling	5.623 people
10.	Makam Sunan Bungkul	62.084 people
11.	Museum Dr.Soetomo & GNI	2.811 people
12.	Museum House of Sampoerna	35.800 people
13.	Museum BI Dejavasche Bank	10.479 people

Source : Dinas Kebudayaan dan Pariwisata kota Surabaya, 2020

Based on the table data above, the number of visitors to the Kampung Lawang Seketeng tourist attraction is less than other historical attractions. The number of visitors to Kampung Lawang Seketeng in 2020 is 143 people. The average visitor to Kampung Lawang Seketeng comes from among students. Lawang Seketeng Village continues to be developed by the Surabaya City Government.

In addition, there are still many people who do not know the existence of Kampung Lawang Seketeng. Kampung Lawang Seketeng has an object of attraction, namely Langgar Dukur Kayu which has a characteristic in its building. However, getting to this tourism destination is difficult to reach because it is in the middle of a residential community. Besides that, the arrangement of Kampung Lawang Seketeng is still not organized so that tourism development is needed.

The tourist attraction of Kampung Lawang Seketeng now has several historical relics which are one of the attractions to be used as tourist visits. The historical relics are in the form of kris, city tera waterways and historical buildings whose authenticity is still maintained. In addition, the facilities provided in Lawang Seketeng Village are also one of the supporting tourism developments that need to be developed considering the state of Lawang Seketeng Village which is in the middle of a residential area requiring several facilities such as directions to get to tourist objects that are easily visible to tourists.

Based on this, Lawang Seketeng Village is a village area that offers cultural objects that require special handling in its development. Thus, this study aims to determine the development of tourism in the Kampung Lawang Seketeng area.

B. CONCEPT

1. Tourism Definition

Etymologically, tourism comes from the Sanskrit language, namely "pari" means many, many times, round and round and tourism means "travel" or "travel". Based on the meaning of the word tourism is defined as a trip that is carried out many times or in circles from one place to another with a specific purpose and purpose. According to the Undang-Undang Nomor 10 Tahun 2009 Article 1 paragraph 3 that tourism is a variety of tourism activities and is supported by various facilities and services from the community, businessmen, government and local governments. According to Kodhyat quoted by Primadany (2013), tourism is a temporary journey from one place to another, carried out individually or in groups, as an effort to find balance and happiness with the environment in the social, cultural, natural and scientific dimensions. According to Murphy quoted by Sedarmayanti, (2018) tourism is the whole of related elements (tourists, tourist destinations, travel, industry and others) which are the result of travel to tourist destinations, as long as the trip is not permanent.

Based on the above definition, it can be concluded that tourism is a temporary trip from one place to another supported by various facilities from the community, businessmen, government and local governments.

2. Tourism Development Component

The understanding of tourism destinations as adapted by the expert Cooper quoted Sunaryo, (2013:159) that the framework for developing tourism destinations must at least include the following main components:

- a. Objects and Tourist Attractions, which include attractions that can be based primarily on natural, cultural, or artificial/artificial wealth, such as events or what are often referred to as special interests. Everything that can be enjoyed by tourists at the destination is the target of tourists when they come to visit. Attractions can be in the form of utilizing nature as an art performance, art appreciation developed by the community or certain tourist destinations. Attractions or attractions quoted Isdarmanto, (2017) are products' main destination. Attractions related to what to see and what to do. What tourists can see and do at the destination. Attractions can be in the form of natural beauty and uniqueness, local community culture, historical building heritage, and artificial attractions such as games and entertainment facilities.
- b. Ease of reaching tourist destinations (Accessibility) which includes transportation system support which includes: transportation routes or routes, terminal facilities, airports, ports and other modes of transportation. Accessibility is meant in the form of facilities that make it easy to reach tourist destinations where the place is easy to reach and the facilities are easy to find. In making it easier for tourists to visit tourist areas, accessibility is needed, namely all types of facilities in the form of supporting transportation. The accessibility in question is road access and the availability of transportation as well as road signs which are an important aspect of the existence of a tourist destination.
- c. Amenities, which include supporting and supporting tourism facilities which

include: accommodation, restaurants (food and beverage), retail, souvenir shops, money exchange facilities, travel agencies, tourist information centers and other convenience facilities.

- d. Supporting facilities (Ancillary Service), namely the availability of supporting facilities used by tourists, such as banks, telecommunications, postal services, hospitals and so on.

C. METHOD

This study uses a qualitative research method with a descriptive approach with the aim of providing a descriptive description of the analysis of the potential development of Kampung Lawang Seketeng. According to Sugiyono, (2020:9) Qualitative research methods are research methods used to examine the condition of natural objects, (as opposed to experiments) where the researcher is the key instrument, data collection techniques are carried out by triangulation (combined), data analysis is descriptive. inductive, and qualitative research results emphasize more on meaning than generalization.

In this study, we understand the phenomena related to the potential for the development of Kampung Lawang Seketeng, Surabaya. In conducting research, there is a potential for the development of Kampung Lawang Seketeng which has a lot of potentials but still cannot be maximized properly. This study aims to understand the problems that exist in Kampung Lawang Seketeng, Surabaya, by presenting a comprehensive and complex picture, as well as reporting views related to the views of information sources, namely the Surabaya City Culture and Tourism Office, the Pokdarwis Team of Kampung Lawang Seketeng and visitors. Kampung Lawang Seketeng, the city of Surabaya.

Researchers, in this case, focus on 4 aspects namely tourist attraction, service facilities and services, ease of reaching tourist objects and additional services.

D. EXPLANATION

The results section of this study will be described in the form of findings at the research location based on the author's observations on tourism objects related to the research focus. The author uses the interview method with key persons and informants using the archival documentation method and photos related to the research focus so that the process of data collection and data condensation can run smoothly.

The purpose of this study was to find out how the development of the Kampung Lawang Seketeng tourist attraction in the city of Surabaya in an effort to increase tourist visits guided by the following four focuses:

a. Attractions

The tourist attraction is one of the important things that make tourists motivated to visit these attractions. Tourist attraction in this case can be in the form of natural wealth, culture, a heritage of historical buildings and artificial attractions such as events that can attract tourist visits. Attractions or attractions will give birth to a desire for tourists to visit these attractions. Various forms that are presented can be in the form of architectural buildings such as monuments,

temples. A historic building for performing arts and the life of the surrounding community.

Based on the description of the research results on the tourist attraction of Kampung Lawang Seketeng that as a tourist place it has fulfilled the aspect of tourist attraction. With special characteristics such as the historic building that became the icon of Kampung Lawang Seketeng, namely Langgar Dhukur Kayu, it is able to motivate people to visit tourism objects. In addition, the architectural form of all unique historical buildings such as the Ruin House, Jengki House and the House which is predicted to be the birthplace of Bung Karno is also able to attract tourists. The diversity of other attractions that are served is the presence of special culinary from Kampung Lawang Seketeng which comes from the minority community of Kampung Lawang Seketeng, namely the Madurese community. Referring to this, from the aspect of tourist attraction, it has complied with the existing theory

b. Amenities

One of the elements in tourism development is service facilities and services that can provide a sense of comfort when traveling on tourism objects. Service facilities in this case can be in the form of the availability of meeting needs at tourist attraction locations such as places of worship / prayer rooms, public toilets and parking lots. In addition, the availability of meeting the needs of other facilities such as trash cans and stands where they sell food to be enjoyed by tourists is also very helpful in terms of providing a sense of comfort to tourists. With regard to the facilities and services available at Kampung Lawang Seketeng, it is quite adequate. At the Kampung Lawang Seketeng tourist attraction, there is already a place of worship/mushola, namely Langgar Dhukur Kayu, but for women's mukena, it is still not available. As for the parking lot is still not available. In this case, there is still no special parking area to put vehicles belonging to tourists so that tourists who visit can only put their vehicles next to the alleys and feel worried about parking in the area.

Furthermore, the relation of the availability of trash bins and stands for selling food is adequate. Trash cans are already in every aisle so that tourists who visit can realize the importance of cleanliness in the environment of the Kampung Lawang Seketeng tourist attraction. As for the booths where they sell, they are adequate because the booths where they sell food are comfortable for tourists to stop by if they want to taste the culinary specialties of Kampung Lawang Seketeng.

Several aspects contained in the amenities are critical aspects of the success of tourism development. In this case, the facilities and services provided are adequate. This is also in accordance with the existing theory, but the tourist attraction of Kampung Lawang Seketeng is still in the process of improvement towards better historical tourism.

c. Accessibility

Accessibility in this case is in the form of ease to reach these attractions. This convenience is not only seen in terms of road access but all things that facilitate tourists to get to tourist objects. This can include access to transportation and directions to a tourist attraction. Directions are needed because in this case, it

is to make it easier to reach Kampung Lawang Seketeng. With regard to access to reach tourist destinations in the form of road access, signposts and transportation to get to the Kampung Lawang Seketeng tourist attraction, it is adequate in terms of road access that is good and can be passed comfortably. However, the minimal number of directional signs makes tourists still confused in finding these attractions. There is only one signpost available, while the location of the tourist attraction is in a residential village. The access road to Kampung Lawang Seketeng can be done through any path, not focused on one path. Tourists can enter through the alley from all directions, so coordinating tickets is also difficult.

Based on the theory that has been described the tourist attraction of Kampung Lawang Seketeng is still inadequate in overall aspects contained in the ease of reaching the tourist attraction. The ease of getting to Kampung Lawang Seketeng is still inadequate due to the lack of signposts and road access that is not focused on one lane.

d. (Ancillary Service)

Supporting facilities are one aspect of tourism development. Supporting facilities, in this case, relate to the availability of information providers in the form of pamphlets, brochures and tools related to the tourist attraction. In addition, there is a certainty of security and cleanliness in the tourist attraction environment as well as supporting facilities that can provide a sense of comfort for visiting tourists.

With regard to the additional services available at the Kampung Lawang Seketeng tourist attraction, it is adequate in terms of providing information because Kampung Lawang Seketeng already has an Instagram account that helps introduce it to the public. As for security, it is good because there are already linmas and guards but there is still not enough to put motorized vehicles. Regarding the cleanliness of the tourist attraction of Kampung Lawang Seketeng, there is still a lack of public awareness about the existence of tourism so that people do not carry out activities such as drying clothes on the surrounding streets.

The development of services in the additional service aspect or called (Ancillary service) has not been carried out properly, such as the management of cleanliness, while for security it has been carried out properly because there are guards or linmas in Kampung Lawang Seketeng. Likewise, the information provider has done well through the Kampung Lawang Seketeng Instagram account.

E. CONCLUSION

Based on the results and discussion of the development of the Kampung Lawang Seketeng tourist attraction, it can be concluded that:

- a. Development of tourist attraction in the tourist attraction of Kampung Lawang Seketeng is sufficient, there are special characteristics that can attract visitors, namely the historic Langgar Dhukur Kayu and other buildings such as rubble houses, jengki houses and terracotta. In addition, there is also a culinary tour typical of Kampung Lawang Seketeng, Surabaya city.

- b. The development of facilities and services for the Kampung Lawang Seketeng tourist attraction is available but is still inadequate in terms of the parking area. However, in terms of the convenience of places of worship, public toilets and booths where selling is adequate, it needs further development.
- c. The development of easy access to reach the tourist attraction of Kampung Lawang Seketeng is adequate in terms of road access. However, the direction signs are still not sufficient so that further development is needed
- d. The development of additional services at the Kampung Lawang Seketeng tourist attraction is adequate in terms of providing information because there are online media that help for publication. In terms of security, it is adequate because there are already guards or linmas. But lacking in the aspect of cleanliness due to lack of awareness of the surrounding community.

Based on the results of the previous discussion and conclusions, suggestions that can be given by researchers regarding the development of the Kampung Lawang Seketeng tourist attraction are as follows:

- a. Regarding parking spaces that do not yet exist, the government or related parties should provide a special parking area for tourists visiting the tourist attraction of Kampung Lawang Seketeng and provide security guards for placing private vehicles
- b. Regarding the minimal number of directional signs, it should be added at every turn to the Kampung Lawang Seketeng tourist attraction because of the existence of tourist objects located in settlements
- c. Regarding the management of cleanliness around Kampung Lawang Seketeng, the community should be aware of the surrounding tourism environment and not carry out arbitrary activities such as drying clothes on paving roads so that tourists can feel comfortable seeing the surrounding scenery.

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