

Exploring Unique Local Cultural Values: Strategies for Utilizing Tourism Potential

Menjelajahi Nilai-Nilai Budaya Lokal yang Unik: Strategi Pemanfaatan Potensi Wisata

Suwarti¹, Aurilia Triani Aryaningtyas²,
Tiara Sanika L. Putriningsih³, Flores H. Laia⁴

^{1,2,3,4} Sekolah Tinggi Ilmu Ekonomi Pariwisata Indonesia
Bendan Ngisor, Semarang 50233, Indonesia
²Email korespondensi: aurilia.ta@gmail.com

Diterima: 22 Maret 2024; Direvisi: 26 Juni 2024; Disetujui: 28 Juni 2024

Copyright © 2024 The Author



This is an open access article
under the [Creative Commons Attribution-ShareAlike 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/) License

How to cite (APA): Suwarti., Aryaningtyas, A. T., Putriningsih, T. S. L., Laia, F. H. (2024). Exploring Unique Local Cultural Values: Strategies for Utilizing Tourism Potential. *ETNOREFLIKA: Jurnal Sosial dan Budaya*, 13(2), 262–276. <https://doi.org/10.33772/etnoreflika.v13i2.2451>.

ABSTRACT

Penadaran Village in Grobogan Regency, Central Java, Indonesia, possesses a unique and vibrant cultural heritage that remains largely untapped for tourism development. This research aimed to identify the distinctive local cultural values of Penadaran, analyze their potential for tourism, and formulate strategies for sustainable cultural tourism while preserving local wisdom. Employing a qualitative approach involving observations, interviews, and document analysis, the study engaged local community leaders, policymakers, and tourism stakeholders. The findings revealed Penadaran's rich traditions, such as the "Kirab Budaya" festival, Javanese arts, historic sites, and interfaith harmony, as the village's unique cultural assets. Based on these assets, the research identified potential for cultural tourism, religious tourism, educational tourism, and eco-tourism. Strategies were then developed for harnessing this potential through community involvement, empowerment of local resources, cultural conservation and promotion, multi-stakeholder collaborations, and sustainable planning and management. The novelty of this research lies in its specific focus on Penadaran and its efforts to formulate a comprehensive, culturally sensitive approach to sustainable tourism development. The findings contribute to the growing discourse on cultural heritage preservation and responsible tourism, offering practical insights for Penadaran and similar areas seeking to optimize their cultural tourism potential while safeguarding local traditions.

Keywords: unique, local cultural values, strategies, utilizing tourism potential

ABSTRAK

Desa Penadaran di Kabupaten Grobogan, Jawa Tengah, Indonesia, memiliki warisan budaya yang unik dan beragam yang belum sepenuhnya dimanfaatkan untuk pengembangan pariwisata. Penelitian ini bertujuan untuk mengidentifikasi nilai-nilai budaya lokal yang khas di Penadaran, menganalisis potensinya untuk pariwisata, dan merumuskan strategi pengembangan pariwisata budaya berkelanjutan dengan tetap melestarikan kearifan lokal. Dengan pendekatan kualitatif yang melibatkan observasi, wawancara, dan analisis dokumen, penelitian ini melibatkan tokoh masyarakat, pembuat kebijakan, dan pemangku kepentingan pariwisata setempat. Temuan mengungkapkan tradisi yang kaya, seperti “Kirab Budaya”, festival kesenian Jawa, situs bersejarah, dan kerukunan antar umat beragama sebagai aset budaya unik Penadaran. Berdasarkan aset tersebut, penelitian ini mengidentifikasi potensi untuk pariwisata budaya, pariwisata religi, pariwisata edukasi, dan ekowisata. Strategi kemudian dikembangkan untuk memanfaatkan potensi ini melalui pelibatan masyarakat, pemberdayaan sumber daya lokal, konservasi dan promosi budaya, kolaborasi multi-pemangku kepentingan, serta perencanaan dan pengelolaan berkelanjutan. Kebaruan penelitian ini terletak pada fokusnya yang spesifik pada Penadaran dan upayanya merumuskan pendekatan komprehensif dan sensitif budaya untuk pengembangan pariwisata berkelanjutan. Temuan berkontribusi pada wacana tentang pelestarian warisan budaya dan pariwisata bertanggung jawab, menawarkan wawasan praktis bagi Penadaran dan daerah sejenis yang ingin mengoptimalkan potensi pariwisata budaya sambil menjaga kelestarian tradisi lokal.

Keywords: unik, nilai budaya lokal, strategi, pemanfaatan potensi wisata

INTRODUCTION

Indonesia, with its cultural diversity and natural wealth, has become an attractive tourist destination for both domestic and international visitors (Prabhawati, 2019). However, the tourism potential possessed by several regions has not yet been fully optimized (Rahma, 2020). One of the tourism potentials that has not been fully utilized is Penadaran Village in Grobogan Regency, Central Java (Thingani, 2022).

Penadaran Village possesses a distinct appeal, particularly in the aspect of unique local cultural values that have been passed down from ancestors. The diversity of customs, arts, and traditions of its community lends a distinctive character that has not been fully explored to support the development of the tourism sector. Although recognized as a precious heritage, this potential has not yet contributed maximally to the growth of tourism in the area.

The rapid development of tourism and globalization has brought significant impacts on local cultures (Harirah et al., 2021; Jadidah et al., 2023; Setyaningrum, 2018). The sustainability of traditional values has become a crucial challenge in the modern era (Pratika et al., 2021; Sari et al., 2022). This research is motivated by the urgent need to preserve local wisdom and utilize it sustainably

for economic development and the well-being of the local community. With the increasing interest of tourists in cultural-based destinations, Penadaran Village has great potential to become an attractive tourist destination. Therefore, this research will explore and analyze the uniqueness of local cultural values in Penadaran Village and formulate strategies for utilizing them in the development of tourism potential.

The main research problems addressed in this study include identifying the unique local cultural values of Penadaran Village, analyzing the tourism potential that can be derived from these values, and designing strategies for utilizing cultural-based tourism potential while preserving local wisdom. Thus, this research is directed towards responding to the need for preserving local culture while optimizing economic potential through the tourism sector.

This research builds upon the state of the art in research related to the preservation of local culture and the development of cultural-based tourism. Several previous studies have explored tourism potential and local wisdom in various regions of Indonesia (Anwar et al., 2018; Hastanto & Achnes, 2016; Komariah et al., 2018; Sugiyarto & Amaruli, 2018). However, the novelty of this research lies in its specific focus on Penadaran Village, Grobogan Regency, which possesses unique local cultural characteristics. Through a qualitative approach, this research seeks to contribute to a deeper understanding of the uniqueness of local cultural values in Penadaran Village and the tourism potential that can be developed. The novelty of this research also lies in its effort to formulate strategies for utilizing tourism potential while preserving local wisdom, in accordance with contemporary needs and challenges.

By delving deeper into local cultural values and analyzing their potential for tourism, this research is expected to provide practical and conceptual guidance for the development of a sustainable tourism sector in Penadaran Village and similar areas. Through this approach, this research is expected to make a significant contribution to maintaining the sustainability of local culture while improving the well-being of the local community through the tourism sector.

METHODOLOGY

This research was conducted in Penadaran Village, Grobogan, Central Java, a tourist destination considered to have unique local cultural characteristics. Research participants were selected using purposive sampling and snowball sampling techniques (Patton, 2023). Participants consisted of representatives from local community leaders and policymakers.

This research will employ a qualitative approach involving various methods such as observation, interviews, and document analysis. Observations (Cohen et al., 2017) were carried out to gain a direct understanding of the daily

life of the Penadaran Village community, while interviews (Siedlecki, 2022) will be conducted with participants to explore their views, experiences, and perceptions regarding the strategies for utilizing the uniqueness of local cultural values as tourism potential in Penadaran Village. Document review was conducted by examining documents such as reports, media publications, and official records related to the strategies for utilizing the uniqueness of local cultural values as tourism potential in Penadaran Village to supplement primary data (Morgan, 2022). Data from this document review was then integrated with observation and interview data to enrich the analysis and obtain a more comprehensive understanding.

A qualitative study will be used to identify and explore the unique local cultural values in Penadaran Village, analyze the tourism potential that can be derived from these cultural values, and design strategies for utilizing cultural-based tourism potential while preserving local wisdom. This approach is used to provide a comprehensive overview of local wisdom and tourism potential in Penadaran Village.

The collected data will be analyzed using a qualitative analysis method with four stages: Familiarization, Data Reduction, Data Display, and Report Writing (Mezmir, 2020). In the Familiarization stage, researchers will familiarize themselves with the variety and diversity of the collected materials to gain an understanding of the richness, depth, and diversity of the collected data, and begin the process of abstraction and conceptualization. The reduction process involves coding data, creating memos or notes, and concept mapping. Data reduction is extremely helpful in editing, summarizing, and organizing data. The data display stage aims to organize data in a systematic and easy-to-understand manner, allowing for the possibility of drawing conclusions. Report writing is the final step to conclude how the data depicts the uniqueness of local cultural values as tourism potential that can be utilized in the development of tourism in Penadaran Village.

Data source triangulation and member checking techniques will be used to enhance the credibility of the research findings (Creswell & Miller, 2000).

RESULTS AND DISCUSSION

Results

Penadaran is a village located in the Gubug District, Grobogan Regency, Central Java. This village covers an area of 1,057 hectares and consists of several hamlets. Surrounded by vast rice fields and several small rivers flowing around it, Penadaran has a population of approximately 5,000 people, the majority of whom work as farmers and traders. Additionally, some are employed in government positions, teaching, and other informal sectors.

Penadaran is a village in a remote area, yet it possesses its own values and uniqueness. Situated amidst the Bayangkaki hills, it boasts the largest church in Grobogan Regency, a Maria cave statue, and a spring that never runs dry. The majority of its inhabitants are farmers by profession.

Penadaran Tourism Village has achieved many achievements, including that Penadaran Tourism Village is one of the leading tourist villages that was selected to be one of the advanced tourist villages out of 300 large villages according to the 2023 Indonesian Tourism Village Award. This is because the people of Penadaran Tourism Village are fully aware of tourism potentials and also how to develop them as well as adequate infrastructure and tourist facilities and so on.

Not only is it one of the top 300 developed tourist villages, Penadaran Tourism Village is also the 8th Best Participant in the 2023 Religious Moderation Innovation Competition organized by the Research and Development and Training Agency of the Indonesian Ministry of Religion and supported by the Semarang Religious Research and Development Center for the "Religious Moderation Village" category. because the culture of tolerance implemented by the village community is very inherent and strong. Penadaran Tourism Village has an attitude of mutual respect for differences, freedom to express beliefs, respects equality and is willing to work together. We can see concrete evidence from the existence of "Joglo Alit" which is present in the middle of the chapel where Christians worship and the mosque which is a place of worship for Muslims as proof of tolerance and mutual respect between religions.

Unique Values of Local Cultural Heritage in Penadaran Village

Through observations, interviews and document analysis, this research succeeded in identifying several unique values of the local cultural heritage of Penadaran Village. This uniqueness is reflected in the traditions, arts, customs and local wisdom passed down from generation to generation by the local community.

One unique thing that stands out is the "Apitan" tradition, which is an ancestral heritage that has been going on for hundreds of years. This tradition is realized in the form of an earth offering ceremony called "selametan", in the form of a spring cleansing ritual, "Kirab Budaya", and art performances carried out by all residents according to their beliefs.

Spring Cleansing Ritual

This spring cleansing ritual is carried out with the traditional procession of cleaning the "Sendang Sumber". Sendang Sumber is a spring pool with large teak trees that are hundreds of years old on the edge and around it there are various types of trees such as Randu Alas, Banyan and so on. Sendang Sumber is a place that is sacred to the community and is the main place for several

traditional village ceremonies, including the "Apitan" tradition. Sendang Sumber is in the state forest area (Perhutani) and has an area of 3.1 hectares.

The procession for cleaning Sendang Sumber which is carried out every year and has been carried out from generation to generation is a local wisdom, especially when viewed from the perspective of efforts to protect and preserve the environment. Through this participation, the values implied are the values of unity or harmony, mutual respect, mutual cooperation and various life values typical of traditional Javanese society.

Cultural Parade

Cultural parade, better known as are also unique cultural potentials. In the "Kirab Budaya" tradition, various Javanese arts thrive while adhering to their conventions, such as dance (tayub), performing arts (wayang, kethoprak, jaran eblek), music (gamelan), fine arts (painting, crafts), and literary arts. The dance arts performed in the traditional "Kirab Budaya" ceremony are types of folk dances such as "Tayub", which is usually performed by young goat and buffalo herders. The performing arts include "wayang", "kethoprak" and "jaran eblek" to enliven the event with "gamelan" music accompaniment. Apart from that, various paintings and crafts made by some of the people of Penadaran village were displayed for the residents. The various culinary delights brought during the procession include tumpeng rice with grilled chicken side dishes. The traditional clothing worn adds to the nuances of cultural values.

The procession of the "Kirab Budaya" series of events is a form of instilling and teaching the younger generation to preserve their own regional culture. Apart from that, there is a double meaning in carrying out the "Kirab Budaya" tradition, namely education and tolerance. This "Kirab Budaya" is packaged as attractively as possible to introduce to the outside community that the existence of the Penadaran Tourism Village is an icon of unity, a symbol of harmony between religious communities.

The "Kirab Budaya" tradition is a community tradition that has been passed down from generation to generation and has been going on for hundreds of years. This tradition is local culture and an original cultural product of Penadaran village which needs to be maintained in its authenticity. Therefore, one model for developing the potential of this tradition is by packaging it into a "Kirab Budaya" attraction activity. This is related to the definition of the word "kirab" which is simply a journey together or along in an orderly and sequential manner from front to back in a series of events. The "Kirab Budaya" activity is very effective in attracting local and foreign tourists. This is in accordance with the results of a study conducted on tourism in Penadaran village in 2018. In this study it was concluded that one way to develop tourism potential in Penadaran

village is to utilize the traditions and customs of the community into an attraction that has a main attraction (Unique Selling Point).

Ngunduh Banyu Udan

Apart from that, there are also other traditions such as "Ngunduh Banyu Udan", a creativity to increase tourist attraction by carrying out the process of searching for rain and strengthening social ties between residents. "Ngunduh Banyu Udan" is the creativity of the village government and its residents to increase tourist attraction. It turned out that this event was a tourist attraction that had only been held six years ago.

In the process, leaders of three religions from Islam, Christianity and Catholicism as well as village heads and artists walked around the village for several kilometers. They brought offerings and harvests in the shape of "gunungan" (mountain). After arriving at the Punden village, residents are invited to take various agricultural products. This tradition is carried out as an effort by the three religions to ask the Creator to immediately send rain. This activity is also expected to strengthen ties of friendship. Previously, the tradition of "Ngunduh Banyu Udan" or praying for rain was carried out by religious leaders in their own ways. Then the religious leaders were united in this tradition to establish inter-religious friendship and unity among the residents of Penadaran Village. The hope is that residents across religions and between hamlets will work together harmoniously to advance the village. Biasanya tradisi ini dilakukan pada bulan Oktober dan tanggal nya ditentukan oleh masyarakat sendiri. This event is held every October to welcome the arrival of the rainy season.

Other cultural tourism in Penadaran Village is in the form of a cultural house that offers various arts such as barongan dance, gamelan performances, as well as the process of making batik and crafts.

Other Attractions

Various attractions other than culture can also be enjoyed in the Penadaran tourist village, such as natural, building/architectural and social attractions. Some natural attractions include rural rice field landscapes, agricultural landscapes on forest land. Mbayarkaki Hill offers views of the nearby mountain ranges, one of which is Mount Merbabu which looks very clear and beautiful. Building and architectural attractions include the unique and attractive architecture of residential houses, the majority of which are made of wood, with stilt floors with traditional Javanese pyramid house style architecture. Social attractions include the friendliness of the population, community and harmony as a typical way of life in rural Javanese society (The way of life)

Analysis of Cultural-Based Tourism Potential

Based on these unique values of local cultural heritage, Penadaran has significant potential to be developed into an attractive cultural-based tourism destination. Some identified tourism potentials include:

Cultural Tourism

Cultural tourism involves traveling to experience the cultural heritage, traditions, and lifestyles of a place. This type of tourism allows visitors to immerse themselves in the local culture by participating in festivals, visiting historical sites, and engaging with traditional arts and crafts. Cultural tourism provides an opportunity to learn about and appreciate the unique aspects of different cultures, fostering mutual understanding and respect among people from diverse backgrounds (Mousavi et al., 2016). Utilizing the traditions of "Apitan", "Kirab Budaya" and "Ngunduh Banyu Udan" as cultural tourism attractions that can be witnessed and enjoyed by tourists. Additionally, Javanese arts such as dance, performances, music, visual arts, and literature can also serve as cultural tourism attractions.

Religious Tourism

Religious tourism, also known as faith tourism, is centered around visiting places of religious significance. Pilgrims and travelers journey to sacred sites, such as temples, churches, mosques, and shrines, to perform religious rituals, seek spiritual solace, or explore the religious heritage of a region. Religious tourism often includes attending religious festivals, ceremonies, and events that offer a deeper understanding of the faith and its practices. This type of tourism not only caters to the spiritual needs of the visitors but also helps in preserving and promoting religious traditions (Jongmeewasin, 2016). Penadaran Village can develop religious tourism by taking advantage of the existence of various places of worship such as mosques, churches and chapels, as well as historical sites such as the Maria Cave and Springs which have spiritual meaning.

Educational Tourism

Educational tourism is focused on learning and acquiring knowledge through travel. This type of tourism involves visits to museums, historical landmarks, educational institutions, and natural reserves to gain insights and understanding about various subjects (McGladdery & Lubbe, 2017). Educational tourism can be designed for students, researchers, or anyone interested in expanding their knowledge about a particular area, culture, or field of study. It combines travel with educational activities, workshops, and interactive experiences, providing a hands-on learning environment outside the traditional classroom setting. Developing educational tourism programs that introduce local wisdom, such as traditional farming systems, cultural arts, and biodiversity in

Penadaran Village. Developing an educational tourism program that introduces local wisdom, such as traditional agricultural systems, arts and culture and biodiversity can be carried out in Penadaran Village.

Nature Tourism

Nature tourism, also known as ecotourism, is centered on exploring natural environments and enjoying outdoor activities. It promotes responsible travel to natural areas, aiming to conserve the environment and improve the well-being of local communities. Nature tourists engage in activities such as hiking, bird watching, wildlife safaris, and visiting national parks and nature reserves. This type of tourism emphasizes sustainability, encouraging tourists to appreciate the beauty of nature while minimizing their impact on the ecosystem. It also provides opportunities for education about environmental conservation and the importance of protecting natural habitats (Machnik, 2021). Nature tourism in Penadaran Village can utilize natural potential such as Sumber Sendang, forests and natural scenery of Penadaran Village as attractions that can be combined with cultural elements.

Strategies for Utilizing Cultural-Based Tourism Potential

To utilize the cultural-based tourism potential in Penadaran Village sustainably, several strategies can be formulated:

Engagement of Local Community

Actively involving the local community in the development and management of cultural-based tourism. This aims to ensure the authenticity of local cultural values remains intact and provides direct economic benefits to the local community. Actively involving the local community is essential for the development and management of cultural-based tourism. This approach ensures that cultural authenticity is preserved and that economic benefits directly support the local population (Aryaningtyas et al., 2024). Strategies include forming local tourism committees, encouraging local entrepreneurship, and providing training in hospitality and cultural interpretation.

Empowerment of Local Resources

Utilizing local resources such as labor, raw materials, community skills, and natural potentials in tourism development. This can be done through training and mentoring for the local community. Utilizing local resources, such as labor, raw materials, and community skills, enhances the sustainability and authenticity of tourism experiences (Aryaningtyas & Risyanti, 2021). This can be achieved by supporting local artisans and farmers, promoting local products, and offering workshops that teach traditional crafts and practices.

Conservation and Promotion of Culture

Efforts to conserve and preserve traditions, arts, customs, and local wisdom through educational programs and outreach to the community, especially the younger generation (Wuntu et al., 2022). Additionally, promoting local culture is necessary to attract tourists. Conserving and promoting local culture through educational programs, outreach, and events helps maintain cultural heritage and attract tourists (Aryaningtyas et al., 2022; Marhendi et al., 2022). Strategies include organizing cultural festivals, establishing museums and cultural centers, and developing marketing campaigns that highlight unique cultural aspects.

Collaboration and Partnerships

Establishing partnerships with local governments, non-governmental organizations, and the private sector in the development of cultural-based tourism. This aims to ensure sustainability and broader support. Establishing partnerships with government agencies, non-governmental organizations, and private sector stakeholders is crucial for the sustainable development of cultural-based tourism (Bramantyo et al., 2023). Collaborative efforts can provide funding, expertise, and broader promotional opportunities. Forming alliances with travel agencies, cultural institutions, and international organizations can enhance tourism infrastructure and visibility.

Sustainable Planning and Management

Developing sustainable tourism planning and management by considering economic, social, cultural, and environmental aspects. This aims to minimize the negative impacts of tourism and ensure long-term sustainability. Implementing sustainable tourism practices ensures long-term benefits and minimizes negative impacts on the environment and local communities (Aryaningtyas et al., 2023). This involves developing comprehensive tourism plans that balance economic, social, cultural, and environmental factors. Key strategies include conducting environmental impact assessments, promoting eco-friendly practices, and setting up regulations to manage tourist numbers and behavior.

Discussion

The findings of this research shed light on the rich and unique local cultural values possessed by Penadaran Village, contributing to the growing body of knowledge on cultural heritage preservation and sustainable tourism development. The identification of distinctive traditions like "Kirab Budaya" festival, Javanese arts, historic sites, and interfaith harmony as Penadaran's unique cultural assets aligns with previous studies that have highlighted the

importance of recognizing and leveraging local cultural elements for tourism (Anwar et al., 2018; Hastanto & Achnes, 2016).

The analysis of tourism potential derived from these cultural values, including cultural tourism, religious tourism, educational tourism, and eco-tourism, resonates with the increasing global interest in authentic and immersive travel experiences (Komariah et al., 2018; Sugiyarto & Amaruli, 2018). By offering a diverse range of cultural attractions, Penadaran Village can tap into this growing market segment and differentiate itself as a unique destination.

The strategies proposed for utilizing cultural-based tourism potential while preserving local wisdom align with the principles of sustainable tourism development advocated by various researchers and organizations (Harirah et al., 2021; Setyaningrum, 2018). The emphasis on community involvement, empowerment of local resources, cultural conservation and promotion, multi-stakeholder collaborations, and sustainable planning and management not only ensures the preservation of Penadaran's cultural heritage but also contributes to the overall well-being and economic development of the local community.

These findings and strategies are particularly relevant in the context of the rapid globalization and potential threats to traditional values highlighted by scholars such as Pratika et al. (2021) and Sari et al. (2022). By adopting a culturally sensitive and inclusive approach, Penadaran Village can serve as a model for harmonizing tourism development with the preservation of local wisdom, addressing the crucial challenge of maintaining cultural sustainability in the modern era.

From the author's perspective, the findings underscore the importance of recognizing and celebrating the diversity of local cultures as a valuable asset for sustainable tourism development. Rather than viewing cultural differences as barriers, they should be embraced as unique selling points that can enrich the visitor experience and foster greater understanding and appreciation among diverse communities.

Moreover, the involvement of local communities in tourism development is not only crucial for preserving cultural authenticity but also for ensuring that the economic benefits of tourism are equitably distributed and contribute to the overall well-being of the local population. By empowering and capacitating local communities, tourism can become a catalyst for positive social and economic transformation, rather than a force that exploits or marginalizes local cultures.

Moving forward, continuous efforts should be made to strike a balance between tourism development and cultural preservation, ensuring that the unique identity and traditions of Penadaran Village are not compromised in the pursuit of economic gains. Regular monitoring and evaluation mechanisms should be established to assess the impacts of tourism on the local community

and environment, enabling timely adjustments and mitigation measures to be implemented.

Additionally, cross-sectoral collaborations and knowledge-sharing platforms should be fostered to facilitate the exchange of best practices and lessons learned from other successful cultural tourism destinations. By learning from and adapting successful models, Penadaran Village can refine its strategies and enhance its competitiveness as a cultural tourism destination while remaining true to its unique cultural heritage.

CONCLUSION

This research has successfully identified the unique local cultural values in Penadaran Village and analyzed their potential for sustainable cultural tourism development. The findings highlight the rich and diverse cultural heritage of Penadaran, exemplified by traditions like the "Kirab Budaya" festival, Javanese arts, historic sites, and the harmonious coexistence of different religious communities. By leveraging these unique cultural assets, Penadaran Village possesses substantial potential to become an attractive cultural tourism destination. The strategies outlined in this study provide a comprehensive guideline for harnessing this potential while preserving local wisdom. Involving local communities, empowering local resources, conserving and promoting culture, fostering collaborations, and adopting sustainable planning and management approaches are crucial steps towards achieving this goal. The research contributes to the growing body of knowledge on cultural heritage preservation and sustainable tourism development. While building upon previous studies, it offers a unique focus on Penadaran Village, with its distinctive cultural characteristics and interfaith harmony. The analysis and strategies presented can serve as a reference for stakeholders in Penadaran and similar areas seeking to optimize their cultural tourism potential. Looking ahead, further research could explore more specific aspects of cultural tourism product development, marketing strategies, and community capacity building programs tailored to the unique context of Penadaran Village. Additionally, longitudinal studies could assess the long-term impacts of cultural tourism on the local economy, social dynamics, and environmental sustainability. Ultimately, this research underscores the importance of recognizing and preserving local cultural heritage as a valuable tourism asset. By adopting a sustainable and inclusive approach, Penadaran Village can not only safeguard its rich traditions but also unlock new economic opportunities for the local community through responsible cultural tourism initiatives. The findings and recommendations presented here pave the way for a harmonious coexistence between cultural conservation and economic development, ensuring that the unique identity of Penadaran Village remains a source of pride and prosperity for generations to come.

REFERENCES

- Anwar, M. A., Noor, G. S., Maulana, A. Z., & Putryanda, Y. (2018). Strategi Pengembangan Wisata Berbasis Kearifan Lokal di Kalimantan Selatan. *Jurnal Kebijakan Pembangunan*, 13(2), 187–197.
- Aryaningtyas, A. T., & Risyanti, Y. D. (2021). Empowerment of Local Plants as Beauty Products to Increase MSME Income. *Enrichment: Journal of Management*, 12(1), 278–282. <https://doi.org/10.35335/enrichment.v12i1.179>
- Aryaningtyas, A. T., Risyanti, Y. D., & Helyanan, P. S. (2023). Towards Sustainable Tourism: An In-Depth Study of Green Entrepreneurship Strategies In Indonesia. *International Conference on Digital Advanced Tourism Management and Technology*, 1(2), 300–311. <https://doi.org/10.56910/ictmt.v1i2.44>
- Aryaningtyas, A. T., Th, A. D. M., & Risyanti, Y. D. (2024). Community Engagement and Resilience in Indonesian Tourism: Lessons from the COVID-19 Crisis. *Jurnal Ilmu Sosial Dan Humaniora*, 13(1), 144–152. <https://doi.org/10.23887/jish.v13i1.74837>
- Aryaningtyas, A. T., Widagdo, C. S., & Aprilliyani, R. (2022). Pendampingan Pengemasan Produk Wisata Budaya “Merti Desa” Dopleng. *Jurnal Pengabdian Kepada Masyarakat Nusantara*, 3(2), 641–648. <https://doi.org/10.55338/jpkmn.v3i2.416>
- Bramantyo, A. P., Maria, A. D., & Aulia, W. M. (2023). Traditional Food Of Solo Strait As Immaterial Cultural Heritage: Protection, Preservation, and Promotion. *International Conference on Digital Advanced Tourism Management And Technology*, 1(2), 91–101. <https://doi.org/10.56910/ictmt.v1i2.25>
- Cohen, L., Manion, L., & Morrison, K. (2017). Observation. In *Research methods in education* (pp. 542–562). Routledge.
- Creswell, J. W., & Miller, D. L. (2000). Determining Validity In Qualitative Inquiry: *Theory into Practice*, 39(3), 124–130. https://doi.org/10.1207/s15430421tip3903_2.
- Harirah, Z., Azwar, W., & Isril, I. (2021). Melacak Eksistensi Kearifan Lokal dalam Kebijakan Pengembangan Pariwisata Kabupaten Siak di Era Globalisasi. *Jurnal Ilmu Sosial dan Humaniora*, 10(1), 70–81. <https://doi.org/10.23887/jish-undiksha.v10i1.26629>.
- Hastanto, M. R., & Achnes, S. (2016). *Potensi Wisata Budaya di Kampung Bandar sebagai Ikon Wisata Kota Pekanbaru*. Riau University.
- Jadidah, I. T., Alfarizi, M. R., Liza, L. L., Sapitri, W., & Khairunnisa, N. (2023). Analisis Pengaruh Arus Globalisasi terhadap Budaya Lokal (Indonesia). *Academy of Social Science and Global Citizenship Journal*, 3(2), 40–47. <https://doi.org/10.47200/aossagcj.v3i2.2136>.
- Jongmeewasin, S. (2016). Religious Tourism, Pilgrimage and Cultural Tourism. *6th National and International Graduate Study Conference: Creative Multi-*
- ETNOREFLIKA: Jurnal Sosial dan Budaya, Vol. 13, No. 2, Juni 2024: 262 – 276
<http://journal.fb.uho.ac.id/index.php/etnoreflika> | 274

- Disciplinary Studies for Sustainable Development & the 1st National and International Conference on Creative Multi-Disciplinary Studies for Sustainable Development (NCMSD & ICMSD 201)*, 394–395.
- Komariah, N., Saepudin, E., & Yusup, P. M. (2018). Pengembangan Desa Wisata Berbasis Kearifan Lokal. *Jurnal Pariwisata Pesona*, 3(2), 158–174. <https://doi.org/10.26905/jpp.v3i2.2340>.
- Machnik, A. (2021). Ecotourism as a Core of Sustainability in Tourism. *Handbook of Sustainable Development and Leisure Services*, 223–240. https://doi.org/10.1007/978-3-030-59820-4_15
- Marhendi, M., Wuntu, G., Solichoel, S., & Aryaningtyas, A. T. (2022). Penguatan Manajemen Sumber Daya Manusia Guna Mendukung Gelar Budaya Desa Wisata. *Selaparang*, 6(1), 469–474. <https://doi.org/10.31764/jpmb.v6i1.7511>
- McGladdery, C. A., & Lubbe, B. A. (2017). Rethinking Educational Tourism: Proposing a New Model and Future Directions. *Tourism Review*, 72(3), 319–329. <https://doi.org/10.1108/TR-03-2017-0055>. <https://doi.org/10.1108/TR-03-2017-0055>
- Mezmir, E. A. (2020). Qualitative Data Analysis: An Overview of Data Reduction, Data Display, and Interpretation. *Research on Humanities and Social Sciences*, 10(21), 15–27. <https://doi.org/10.7176/RHSS/10-21-02>.
- Morgan, H. (2022). Conducting a Qualitative Document Analysis. *The Qualitative Report*, 27(1), 64–77. <https://doi.org/10.46743/2160-3715/2022.5044>.
- Mousavi, S. S., Doratli, N., Mousavi, S. N., & Moradiahari, F. (2016). Defining Cultural Tourism. *International Conference on Civil, Architecture and Sustainable Development*, 1(2), 70–75. <https://doi.org/10.15242/IICBE.DIR1216411>
- Patton, M. Q. (2023). *Qualitative Research & Evaluation Methods: Integrating Theory and Practice*. Sage publications.
- Pratika, S., Megawati, A. S., & Maulana, I. R. (2021). Kesiapan Nilai Tradisional Masyarakat Sunda dalam Revolusi Industri 4.0 Menuju Society 5.0. *Jurnal Masyarakat Dan Budaya*, 23(2), 115–130. <https://doi.org/10.14203/jmb.v23i2.1118>.
- Sari, T. Y., Kurnia, H., Khasanah, I. L., & Ningtyas, D. N. (2022). Membangun Identitas Lokal dalam Era Globalisasi untuk Melestarikan Budaya dan Tradisi yang Terancam Punah. *Academy of Social Science and Global Citizenship Journal*, 2(2), 76–84. <https://doi.org/10.47200/aossagcj.v2i2.1842>.
- Setyaningrum, N. D. B. (2018). Budaya Lokal di Era Global. *Ekspresi Seni: Jurnal Ilmu Pengetahuan dan Karya Seni*, 20(2), 102–112. <http://dx.doi.org/10.26887/ekse.v20i2.392>.
- Siedlecki, S. L. (2022). Conducting Interviews for Qualitative Research Studies. *Clinical Nurse Specialist*, 36(2), 78–80. <https://doi.org/10.1097/NUR.0000000000000653>.

- Sugiyarto, S., & Amaruli, R. J. (2018). Pengembangan Pariwisata Berbasis Budaya dan Kearifan Lokal. *Jurnal Administrasi Bisnis*, 7(1), 45–52. <https://doi.org/10.14710/jab.v7i1.22609>.
- Thinggani, T. (2022). *Analisa Ketersediaan Berdasarkan Pedoman Desa Wisata dan Strategi Pengembangan Desa Wisata Penadaran (Studi Kasus di BUMDES Penadaran)*. Podomoro University.
- Wuntu, G., Aryaningtyas, A. T., Marhendi, M., Dewi, I. K., & Aprilliyani, R. (2022). Peningkatan Pemahaman Masyarakat tentang Event Budaya Lokal untuk Menyiapkan SDM Desa Wisata. *JMM (Jurnal Masyarakat Mandiri)*, 6(2), 1349–1359. <https://doi.org/10.31764/jmm.v6i2.7215>