



## Mapping the Potential of Jawa Tondano Village as a Religious Tourism Village in Minahasa Regency North Sulawesi Province

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### Abstract

Minahasa Regency, North Sulawesi Province has many potential resources that continue to be developed to support the tourism sector. However, the government has not yet made local wisdom based on religion a potential to be developed into a tourist destination. The community living in the Jawa Tondano Village has historical value in fighting for the independence of the Unitary State of the Republic of Indonesia and in the spread of Islam in Minahasa Regency. Social interactions that occur with the Minahasa tribe do not fade the value of Javanese ethnic wisdom and the religious nature of the descendants of Kiay Mojo. Kampung Jawa Tondano is a community in Minahasa Regency that has the potential to be developed as cultural-religious tourism based on local wisdom. This study was conducted to analyze the potential of Kampung Jawa Tondano Village physically and non-physically to be developed as a Religious Tourism Village in Minahasa Regency. This study will be conducted using a qualitative design with a case study approach. Data were collected directly through interviews with village government leaders and community leaders and conducted observations to identify all the potential in the Jawa Tondano Village. Secondary data collection was also conducted by utilizing the village profile and searching for references to various electronic publications that are in accordance with the research object. The analysis technique was carried out by means of data reduction, data display and conclusion drawing and verification.

## Introduction

The central government has given authority to regions to be able to develop their potential independently according to their needs in improving the welfare of the community. In its development until now, most regions have explored and developed natural potential. When making tourism a mainstay sector for regional development, the government also develops natural potential (Plangiten, et al. 2024). The regional government is very lacking in developing non-natural potential such as culture, history, or religion in the social order of society. This happens because the government does not have sufficient references related to identifying regional potential.

The problem of mapping regional potential also occurs in North Sulawesi Province and Minahasa Regency. Regional development in the tourism sector only relies on natural potential. The regional government has not seriously developed non-natural potential such as culture, history, or religion in the social order of the community in North Sulawesi Province to support the tourism sector. Actually, if the government is able to develop non-natural potential in developing regional tourism, there will be very few resources (funds, facilities) and programs that need to be carried out. Because the social institutions of society have existed since they settled and were active in the area.

Developing non-natural potential such as local wisdom, culture, history and religion has been carried out by many countries such as Germany, Russia and Europe, Asia and China, India and those in Israel, Saudi Arabia and Latin America (Protection, 2019; Wildt et al., 2019; Antohin, 2019; Byrne, 2019; Tam, 2019; Teri, 2017; Lopez et al., 2016). These countries have made progress in the tourism sector and have an impact on improving community welfare and strengthening the country's economy (Plangiten et al., 2019). Indonesia is not inferior to the countries above in terms of non-natural potential. Like Bali, it also develops cultural potential (Prajnawrdhi et al., 2015), Borobudur Temple (Susilo & Suroso, 2014), and many historical and religious potentials such as a community or ancestral graves (Putra et al., 2022) have been designed into non-natural tourist attractions in the form of religious tourism. These potentials will not wear out and will continue to exist and can be preserved from generation to generation if they can be developed into tourism potentials. Such tourism potentials also do not have competitors or cannot be competed with because they have different selling points between one potential and another. It is different if you develop natural potentials such as beaches, mountains or artificial potentials (Ruru et al., 2022).

Research conducted in 2023 showed that North Sulawesi Province has a Javanese Tondano (Jaton) ethnic community in Minahasa Regency. This community existed in line with the exile of Kiay Mojo in 1830. However, until now the traditions, culture and religion that are adhered to are still maintained in the diversity of the Minahasa tribe. even though there has been mixing, intermarriage and social interactions are still maintained. Although there is one thing that is found to be lost, namely the origin of the history of the development and construction of houses, only a few remain that maintain the Javanese ethnic identity<sup>1</sup>. However, related to religious rituals, habits in carrying out activities based on Javanese traditions and maintaining the teachings of Kiay Mojo have continued to be maintained until now (Al-Katuuk, 2020). This research was conducted in relation to mapping the potential of the Javanese Tondano Village to be developed into a Religious Tourism Village in Minahasa Regency, North Sulawesi Province. Religious rituals and Javanese traditions are seen as non-natural potentials owned by the Javanese Tondano Village community. Existing research related to mapping the potential of an area can be studied from physical potential and non-physical potential (Soleh, 2017). Physical potential in the form of land, water, climate, geographical environment, livestock, and human resources. Non-physical potential in the form of society with its characteristics and interactions, social institutions, educational institutions and social organizations as well as government apparatus and officials (Abdurokhman, 2014). Research conducted (Plangiten et al., 2023) has found that Kampung Jawa Village, especially the Tondano Javanese Community (Jaton) has the potential for local wisdom related to tourism development. The 2023 research has not yet reached the mapping of potential to be developed into a religious tourism village. Therefore, this research was conducted as a continuation of the findings of previous research. In searching for publications related to mapping the potential of an area to be developed into a religious tourism village, not many have been found and carried out by other researchers. This gap is the advantage of this research.

This study makes the mapping of the potential of religious tourism villages as the object of the problem by making the Jawa Tondano Village in Minahasa Regency, North Sulawesi Province as the research location. The limitations of this potential mapping are on physical potential and non-physical potential which will later be explored from existing data and found when conducting a search on the Community and government of the Jawa Tondano Village, Minahasa Regency, North Sulawesi Province. The results of this study are expected to be a foothold for the Minahasa Regency government in accelerating regional development through the tourism sector based on local wisdom through religious tourism design. The process and

target achievements of this research cannot be separated from the strategic research plan of Sam Ratulangi University in 2021-2025 in the superior fields of social humanities, arts and culture which focus on economics and human resources. Also in the superior field of sustainable tourism with a focus on community-based tourism studies. This research was conducted with the aim of analyzing the potential of the Kampung Jawa Tondano Village physically and non-physically to be developed as a Religious Tourism Village in Minahasa Regency. The results to be achieved from this research process are the identification and mapping of physical and non-physical potentials in the Kampung Jawa Tondano Village which can be the basis for designing a Religious Tourism Village in Minahasa Regency. From the results of this study, it is hoped that there will be scientific recommendations that can be used by Sam Ratulangi University to be submitted to the North Sulawesi Provincial Government in developing a sustainable religious-based tourism sector in Minahasa Regency. This research activity is in line with the Sam Ratulangi University research strategy plan in the fields of social humanities, culture and art through a focus on economic and human resource studies, as well as in the field of sustainable tourism development in the focus of community-based tourism studies. Other objectives and benefits expected to be achieved from this research are as a learning medium and application of qualitative research methods, regional development and empowerment of village/sub-district communities in public administration and government science.

## Methods

The location of the research was conducted in Kelurahan Jawa, Tondano Utara District, Minahasa Regency, North Sulawesi Province. The research design that will be used is a qualitative design (Sugiono, 2020). The selection of a qualitative research design, because through this design will be studied related to analyzing the potential of Kelurahan Kampung Jawa physically and non-physically to be developed as a Religious Tourism Village in Minahasa Regency. so this research will be conducted using a qualitative design with a case study approach. The informants who are planned to be interviewed in this study are those who are considered to have knowledge, data and information related to the object of research. The target informants are representatives of the following elements: 1) Elements of the Leadership of the Minahasa Regency Tourism and Culture Office; 2) Elements of the Government of Kelurahan Jawa, Tondano Utara District; 3) Elements of the Leadership of Social, Religious and Community Organizations in Kelurahan Jawa, Tondano Utara District.

The data collection techniques used in this study are as follows: a) Interviews. In-depth interviews will be conducted with informants. The interview is guided by an interview guide that is prepared as the research object; b) Observation. Observation or direct observation in the field related to the potential of Kampung Jawa Village physically and non-physically to be developed as a Religious Tourism Village in the development of tourism development in Minahasa Regency, North Sulawesi Province; c) Literature Study (Secondary Data Documentation). Literature study is carried out by collecting documents related to the research problem. This data collection is carried out by utilizing the village profile and searching for references to various electronic publications that are in accordance with the research object such as on Google Scholar and Google Scholar.

The analysis technique is carried out by means of data reduction, data display and conclusion drawing and verification (data verification) (Sugiono, 2020).

## Result and Discussion

Kampung Jawa Tondano, also called Jatón, is one of the sub-districts in North Tondano District, Minahasa Regency. Kampung Jawa sub-district has an area of 45 Ha with a residential area of 38 Ha. The population of Kelurahan Jawa Tondano is 2,617 jira with 1,282 men and 1,335 women in 839 heads of families (Plangiten et al., 2023). Kampung Jawa Tondano as in <https://id.wikipedia.org/> began with the capture of Kyai Modjo who was a Religious Advisor and War Commander of Prince Diponegoro during the Java War (1825-1830), in 1828. The local wisdom possessed by the descendants of Kiay Mojo as an ethnic Javanese in Minahasa is a potential that can be developed into a tourism facility. The culture of *siarah* and implementing religious laws in daily life traditions will be very difficult to find in other areas in Manahasa and North Sulawesi. The Minahasa community, which highly values tolerance and is dominated by Protestant and Catholic Christians, has a very different culture and beliefs from the community in the Tondano Javanese Village. However, this difference can be used as a potential to develop the tourism sector. Because when there are religious celebrations, the Minahasa community, including the Tondano Javanese community, socialize with each other. Commemorations of religious activities designed through cultural festivals such as those carried out at the "Meludan Jatón" Festival can be a tourism calendar that can increase the development of the tourism sector. The word tourism is a term from the words 'tourism' (English) and 'tourism' (Dutch) (Prayudi, 2020). The meaning contained in Law Number 10 of 2009 is that tourism activities will be related to a travel process individually or in groups to enjoy beauty, fill holidays and other needs (Plangiten et al., 2023). And also related to cultural, social, religious interests or interests that aim to obtain pleasure and fulfill the desire to know something (Siti, 2016). So that those who do tourism activities will not feel bored when visiting a tourist attraction and create satisfaction in traveling, adjustments, maintenance, arrangement or development of tourist attractions are needed. However, it also pays attention to economic, technical, socio-cultural, energy-saving, nature and environmental conservation aspects (Siti, 2016).

In developing tourism potential in the region, the Regional Government has been given authority and can also preserve national assets that are tourist attractions including potential assets that have not been explored and have not functioned properly (Siti, 2016). Because an area can become a tourist destination when there is something that becomes an attraction (there is something interesting to see for visitors) and has a special feature that is not found in other tourist attractions (Prayudi, 2020). However, it can also be enjoyed or felt by the entire community, especially the community around the tourist attraction. And can sustainably improve the welfare of the local community.

Kampung Jawa Tondano Village has characteristics that are not possessed by other community communities in North Sulawesi. because Kampung Jawa Tondano Village is a place of residence for the descendants of Kiay Mojo when there was exile during the independence of the Republic of Indonesia. Customs, culture, traditions and Islamic teachings are the distinctive colors of this community besides the existence of the Kiay Mojo Tomb which is widely visited by Muslims during religious holidays or when visiting this area<sup>1</sup>. This one intention is seen as a basis for development into a religious tourism village. Because religious tourism is currently very developed and continues to be one of the choices of people to travel (Muharromah, 2020).

The religious aspect in tourism activities will be related to religious practice (the ritualistic dimension), religious belief (the ideological dimension), religious knowledge (the intellectual dimension), religious feeling (the experiential dimension) and religious effect (the consequential dimension). Because the term religion literally means belief in the existence of

a natural power above humans. Each religion is a system that has components of religious emotions, related to the belief system, the system of rites and ceremonies or related to the people or social units that adhere to the belief system. Thus, religious tourism as a type of religious tourism (pilgrimage tour) or spiritually motivated tourism carried out by an individual or group so that it is a means to get closer to God Almighty and obtain blessings in life. So when a person or group of people undertake religious tourism, it is realized in tourism activities to places that have special meaning for religious people, such as those carried out in several places of worship that have advantages (Narulita et al., 2017).

In order to achieve the above, it is necessary to map the potential of an area or region to be developed into a tourist attraction. Potential is the power, strength, ability and capability that has the potential to be developed. Understanding the concept of mapping the potential of an area or region can be based on physical potential and non-physical potential (Soleh, 2017). Physical potential is related to natural conditions such as land, water, climate, geographical environment as well as flora and fauna and human resources. Non-physical potential is related to the existence of society in terms of its characteristics and interactions, social institutions, educational institutions, and social organizations as well as local government apparatus and officials (Abdurokhman, 2014).

The steps that need to be taken so that the implementation of the development of the potential of an area or region runs smoothly, effectively and efficiently in accordance with the existing potential and in line with the needs of the community are (Abdurokhman, 2014): 1) Conducting data collection and initial studies of available potential data to determine objects that can be developed; 2) Conducting field surveys to collect data that will be used as material in mapping potential and problems as well as facilities that are implemented; 3) Conducting assessments will be done through tabulation and analysis of collected data using established analysis methods; 4) Determining the priority scale of potential to be developed based on the needs, costs and benefits of the development results; 4) Formulating a design or strategic plan that is oriented towards community empowerment; 5) Implementing the resulting design or strategic plan.

Supporting the implementation of potential development can be done through (Abdurokhman, 2014): 1) Socialization of potential development through meetings/deliberations involving all components of the community; 2) Data collection of existing potential and community needs; 3) The government collects and records village potential and community needs; 4) Conducting deliberations to formulate potential to be developed based on the needs, costs and benefits of the development results; 5) Conducting field surveys and assessments to formulate a priority scale of development so that it can be implemented effectively and efficiently; 6) The survey results are submitted and reviewed in the deliberation to be agreed upon as a development program and included in the Medium-Term Development Plan and Annual Program documents; 7) The implementation of potential development is carried out by a team formed in the deliberation by involving the community.

The potential that can support a village or sub-district can be developed into a tourist destination as follows:

Natural Resources: Land, Water, Climate, Land and Agricultural Products, Mining, Geothermal. Natural resources are one of the factors that can support village development and growth. With the availability of natural resources, villages can open up employment opportunities for residents, interact with cities as providers of natural resources and can make the area around the location of natural resources a center of the economy.

Human Resources (Number of Population, Education Level, Type of Job): Village residents are the potential of the village itself. The more the number of village residents, especially the productive age population, the greater the potential of the village. The activities of the population that are carried out every day contribute to the income of the village. If a village area has good potential, including a high level of education of its population, the village will develop quickly.

Institutions (Government Organizations, Social Organizations, Religious Organizations): Village institutions play an important role in village progress. Village institutions also make policies, make regulations in utilizing village potential. Third, a village institution is unable to lead and serve the community, then the village institution is not successful in utilizing the potential of the village.

Infrastructure (Roads, Bridges, Public Facilities, Electricity, Education/Health Facilities, Eateries/Restaurants, Banks, Hotels/Lodging, Transportation Access, Security Service Centers, Shopping Centers, Waste Disposal, Places of Worship): Because with the availability of all supporting infrastructure for human life and village society. Infrastructure is a measure of village potential with the development of facilities, so the economic conditions of the village are in a rapidly developing stage.

## Conclusion

Javanese Tondano Village has the potential for local wisdom based on religion to be developed into a religious tourism village. This is because the cultural culture of the community still maintains Islamic teachings and Javanese traditions even though they are in the Minahasa ethnic community. The high spirit in carrying out religious teachings is very visible in routine worship activities, celebrations of religious holidays and commemorations of the struggle and teachings of Kyai Mojo. The "Meludan Jaton" Festival has become the beginning of making Javanese Tondano Village a religious tourism area. This potential is supported by the natural wealth of Lake Tondano and the rice fields and the social interaction of the community who are very friendly and prioritize the spirit of tolerance and helping each other. Improvement steps to strengthen this potential can be taken by the government by providing public facilities such as transportation, hotels or home stays, restaurants, shopping centers, souvenir sales centers and social institutional facilities.

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