
THE POTENTIAL OF LEUWEUNGGAJAH VILLAGE AS A TOURIST VILLAGE IN THE CILEDUG DISTRICT

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ABSTRACT

Leuweunggajah Village, Ciledug District, is one of the villages that have untapped potential for tourist objects and attractions, so an analysis of the potential and opportunities as a tourist village must be carried out. To obtain potential opportunities for potential tourist objects and attractions in Leuweunggajah village, it is necessary to data collection through observation, interviews, and documentation. The results of the data collection that has been carried out will be analyzed and described according to current conditions and circumstances. Leuwuenggajah Village has 9 (nine) potential tourist objects and attractions including the Old Sacred Well, the Baitussu'ada Jami Mosque, the Red Brick and Kentongan of the Baitussu'ada Jami Mosque, the Dome of the Baitussu'ada Jami' Mosque, the Habib Toha Grave, the Tradition of selling on Fridays. 'at Kliwon, Sugar Factory in Leuwuenggajah village, Ciledug Station, Ciledug District, Cirebon Regency, MSME activity programs: Seed house, Geol Crackers, Peanuts, and Umpet so that Leuweunggajah village has the opportunity to become a tourist village in Ciledug district which of course must be supported by the village government, community leaders, the role of the Putri Wanaliman Farming Women's Group (KWT) and educational institutions.

Keywords: Tourism; potential; Tourism Village

INTRODUCTION

Tourism is a sector with great potential that can be developed to improve the economy of a region and tourism today is strongly supported by the government and surrounding communities as a source of tourist or cultural attraction that has the potential to be developed to meet the trends of modern human life to fill free time and free time to have fun, relax, study and do religious activities and understand the existence of ancestral customs and culture and historical places. Indonesian people see opportunities in developing an area into a tourist village which can have a positive impact on the area where the area develops its tourism. According to Maryani (2019), tourism development is an increase in components related to tourism, to ensure that more tourists come, stay longer, spend more money, and tourist satisfaction can be fulfilled optimally, and the destination environment can be maintained. Tourism development carried out by one of the villages in West Java province is Leuweunggajah village, Ciledug sub-district, Cirebon district, where Leuweunggajah village has tourism potential in the form of tourist attractions, religion, and community culture which can be used as a tourist attraction as a tourist village. Zebua (2016) states that a tourist village is a rural area that has special

characteristics to become a tourist destination with unique physical social and cultural lives of the local community as its attractions.

Leuweunggajah Village is located in the Cirebon Regency, Ciledug District, with an area of 984.52 km² (BPS 2021) which has 424 sub-districts with a population of around 2,099,098 (DKCS 2021). Leuweunggajah village, which is one of the villages that has a history of Islamic development, is marked by the presence of a historic mosque connected to Habib Toha's grave which has historical value supported by the culture of the people of Leuweunggajah village which can be used as a potential and opportunity to become a tourist village in Ciledug sub-district, Cirebon district. Looking at the potential and opportunities for Leuweunggajah village to become a tourist village, it is carried out by taking an inventory as a form of integration between attractions, accommodation, and other supporting facilities presented in a structure of community life that is integrated with one of the customary and ancestral cultural procedures and traditions that apply in the community. Leuweunggajah village. The components of tourism potential and opportunities in a tourist attraction in a tourism destination area will be seen from one of its developments based on one of the aspects offered to tourism in that area, according to Cooper et al (1995: 81), there are four aspects according to (4A) that must be considered in the offer tourism, where the aspects of tourism product offerings consist of attractions, amenities, accessibility, and ancillary services. The product offering aspects that will be carried out will provide an overview of what tourist attractions can be used as tourism potential and at the same time opportunities to become a tourist village through data collection through observation, and interviews with community leaders which will later be described in detail as a basis for obtaining suitability. research objectives to be achieved in this research. This has also been researched by Toni and Yudy (2019) regarding Inventory and Tourism Opportunities in the Sekupang-Batam District, that tourism in the Sekupang sub-district, Batam has the potential to be a tourist attraction which can be used as an opportunity to develop tourism in the Sekupang sub-district as well as supporting the Batam city tourism program. with various unique features owned by 7 (seven) sub-districts in the Sekupang-Batam sub-district Leuweunggajah village, which has potential with the tourism products inventory through this research, can be developed to become a new tourist destination to support tourism development in Cirebon district, so that it can have a positive impact on the people of Leuweunggajah village as one of the tourist villages in Ciledug sub-district, Cirebon district, and the Leuweunggajah village government must have a high commitment to developing Leuweunggajah village as a tourist village.

LITERATURE REVIEW

A tourist destination is an area that has various kinds of tourism potential that can be utilized by the area to attract people to visit according to the visitors' motives and goals and can be used to improve the economy of a community in the tourism area. According to Eddyono (2021), a tourism destination is a geographical area located in one or more regions that functions as a place for tourists to live in which there is a combination of products and services consisting of tourist attractions, public facilities, tourism facilities, accessibility, infrastructure, and interrelated and complementary communities to realize tourism that is environmentally responsible, socially just and economically viable. Each tourist destination has characteristic tourist objects and attractions that can be presented to visitors so that visitors are interested in coming to the tourism destination. According to Eddyono (2021), the characteristics of tourism destinations as service industries are

different from other industrial products or services. Characteristics of these destinations include:

1. Intangible (intangibile), that is, people cannot see what tourism services look like before the tourist feels it and comes to the tourism destination themselves.
2. It is difficult to regulate quality standards, in services there is a direct relationship between the service provider and the service user.
3. There is a simultaneous process between the production and consumption processes, services are only produced if they have been purchased by the service user so that there is a simultaneous process between the production and consumption processes.
4. Cannot be stored as inventory, for example, a hotel room that was empty a week ago will be lost and cannot be sold today or the next day,
5. Cannot be owned, because it is not realized, there is nothing that can then be owned by someone who has purchased the service. To realize this service, tourists buy souvenirs as a memento if they have visited or were impressed with the tourist destination.

In looking at the tourism potential and opportunities at a tourist attraction in a tourist destination area, it is necessary to pay attention to the aspects offered by tourism in that area. According to Cooper et al (1995:81), there are four aspects according to (4A) that must be considered in tourism offers, where aspects of tourism product offerings include:

1. Attraction (attraction) where the tourist destination area to attract tourists should have an attraction in the form of nature as well as society and culture.
2. Amenities (facilities) Amenities or amenities are all kinds of facilities and infrastructure needed by tourists while in a tourist destination area. The facilities and infrastructure in question include accommodation, restaurants, transportation, and travel agents.
3. Accessibility (accessibility) Accessibility is the most important thing in tourism activities. All kinds of transportation or transportation services are important access in tourism.
4. Ancillary (additional services) Additional services must be provided by the Regional Government of a tourist destination area both for tourists and for tourism actors. Ancillaries are also things that support tourism, such as management institutions, Tourist Information, Travel Agents, and stakeholders who play a role in tourism.

According to Law No. 10 concerning Tourism of 2009, a Tourism Village is a tourist destination area also called a tourism destination that integrates tourist attractions, public facilities, tourism facilities, and accessibility which are presented in a structure of community life that is integrated with existing procedures and traditions. applies. Hadiwijoyo (2012), tourist villages have the following criteria.

1. Accessibility is good, so it is easy for tourists to visit using various types of transportation.
2. Has interesting objects in the form of nature, cultural arts, legends, local food, and so on to be developed as tourist attractions.
3. The community and village officials accept and provide high support for the tourist village and the tourists who come to the village.
4. Security in the village is guaranteed.
5. Adequate accommodation, telecommunications, and labor are available
6. The climate is cool or cold

7. Connect with other tourist attractions that are already known to the wider community

METHOD

According to Sugiyono (2018) Research Methods are a scientific way of obtaining data for certain purposes and uses. Scientific means research activities that are based on scientific characteristics, namely rational, empirical and systematic as has been explored in the philosophy of science. The research used in this research uses qualitative research. Researchers choose to use this method because researchers need to see directly the existence or condition of a research location that has been chosen. Sugiyono (2016:27) who says that qualitative research methods are research methods that are based on the philosophy of positivism, by collecting data using research instruments with qualitative/statistical data analysis with the aim of testing hypotheses that have been set. According to Moleong (2005: 4), The qualitative descriptive method is a research approach where the data collected is in the form of words, pictures and not numbers. This data can be obtained from interviews, field notes, photos, personal documentation, personal notes and other documentation.

This research uses two stages, namely, the first stage is formulating problems regarding tourism potentials in Leuweunggajah village using data collection methods, namely observation and documenting the results of direct observations in Leuweunggajah village. To strengthen the results of direct observation and documentation, in-depth interviews were conducted with the Village Government, in this case Kuwu (Leuweunggajah village officials, Leuweunggajah Village ulama figures, Leuweunggajah Village elders, Baitussu'ada Mosque DKM administrators, Leuweunggajah Village PKK women and caretakers Leuweunggajah Village using purposive sampling. According to (Sugiono, 2016: 85) purposive sampling is a technique for determining samples with certain considerations. In this case, those who can provide a clear picture and information regarding the potential of tourist objects and attractions in Leuweunggajah village are informants who has been determined in this research. The second stage carried out was the results of data collection analyzed with aspects (4A) that must be considered in the tourism offer, where the aspects of the tourism product offer consist of attraction, amenities, accessibility, and ancillary (additional services). Descriptive analysis is carried out to determine the potential regarding tourist objects and attractions in Leuweunggajah village to become a tourist attraction.

RESULTS AND DISCUSSION

Leuweunggajah Village, Ciledug District, is well known to many people in the Cirebon Regency area because it has very strong historical value and culture. Geographically, Ciledug District is located in the northern part of Cirebon Regency, namely between 1080731 - 108074 west longitude and between 60901 - 60911. Which is divided into 10 (ten) villages, namely Leuweunggajah, Tenjomaya, Damarguna, Jatiseeng, Jatiseeng Kidul, Ciledug Kulon, Ciledug Wetan, Ciledug Lor, Central Ciledug, Bojongnegara. Ciledug District is a lowland zone with an average height above sea level (asl) of 18m above sea level, with a varied climate type so that the average rainfall in a year is 227.64 mm (BPS 2022). Leuweunggajah Village, Ciledug District has 4 Neighborhood Units and 20 Neighborhood Units, so there are more neighborhood units compared to community units. And in Leuweunggajah Village, Ciledug District has an administrative area of approximately 1,070.29 km² (BPS 2022), which is divided because

with such a large area there is one sub-district within the administrative area of Cirebon Regency, namely Ciledug District, which is the sub-district that has an area of 13.35 km² (BPS 2022)

Tourism Potential in Leuweunggajah Village, Ciledug District

Leuweunggajah village, apart from having a variety of potential tourist attractions, also has a unique and strong history, Being dominated by a predominantly Muslim community, is one of the potential tourist attractions that can be shown to out-of-town and foreign tourists by being well-managed by the people of Leuweunggajah village themselves. The potential tourism objects and attractions in Leuweunggajah village are as follows:

1. Old Sacred Well

The Sacred Well is a well that is often visited by many local people and is around 16 centuries old and is a sacred well in Leuweunggajah Village, Ciledug District which has a direct connection with Leuweunggajah village. The sacred well can cure one of the diseases experienced by residents around Leuweunggajah Village, Ciledug District, and the water can be used by the people of Leuweunggajah Village and is usually used to bathe babies who cannot yet walk, so there is a myth that is still strong in Leuweunggajah Village and the Leuweunggajah community. believe in this myth. This is related to the story that occurred in the community that Prince Walalusang, son of Prabu Siliwangi, who preached and spread the teachings of Islam to the eastern Cirebon area with several of his bodyguards, settled in a wilderness which is now a village called Leuweunggajah village by making a well for their needs. everyday life such as taking water for cooking, using it for ablution, and so on. One of his students was Ki Jaya who had advanced knowledge at the Leuweunggajah cottage (paguron) and was attracted to a beautiful girl to the point of wanting to marry the girl and Ki Jaya did his best to carry out devotion to the girl's family in the hope that the girl would love him in return. but his love was not reciprocated, therefore Ki Jaya was disappointed and felt revenge, so he had evil intentions towards the entire contents of the Leuweunggajah padukuhan by putting something into the well that had been made by Prince Wapanjangsang and his bodyguards, so that the well became a poisonous well. Sometime later, Padukuhan Leuweunggajah had a cleric from Egypt named Habib Toharudin arrive, he came to Padukuhan wanting to know about the development of the Islamic religion in Cirebon, then Habib Toha, without anyone telling him about the incident with the problem of poisoned wells, he already knew why. Then the well was drained after the water had receded and it was discovered that there was a black pumpkin (pumpkin), after which Habib Toha cut open the pumpkin and a wulung deer came out causing the well to become poisoned. Habib Toha put wisdom (karomah) into the well so that the well could be used again and all illnesses suffered by the residents were treated by bathing in the well.

2. Baitussu'ada Jami' Mosque

The Jami'Baitussu'ada Mosque is located in Leuweunggajah Village, Ciledug District, and is a place for the spread of Islamic history which was founded by saints who came in groups and brought 9 teak logs and was led directly by Prince Patrawelang, one of Sunan Kalijaga's students and was built in 1885 Prince Patrawelang said that the purpose of his visit was actually to send the 9 teak wood pieces to donate to the Great Mosque of Cirebon, while Prince Walalusang told him that the Great Mosque of Cirebon had been completed perfectly because it had been made by Sunan Kalijaga by making pillars from tiles. After that, the 9 pieces of wood

were used for the construction of the Baitussu'ada Mosque, which is still in good condition the people of Leuweunggajah believe that the mosque has sacred pillars because the only 4 pillars that are currently still standing strong are in the mosque. The 4 main pillars of the mosque have been cast inside because they are considered very sacred by the residents or local communities in Leuweunggajah Village, Ciledug District.

3. Red Bricks and Kentongan of the Baitussu'ada Jami Mosque

The Baitussu'ada Jami Mosque used to use original and sacred red bricks according to the guardians so the building was sturdy when it was used for the initial construction of the Baitussu'ada Jami Mosque and in the past few years when the Baitussu'ada Jami Mosque in Ciledug District underwent repairs renovated so that it was no longer used and was replaced using ordinary red bricks and the original red bricks were kept in a museum in a special large cupboard in the mosque and the red bricks measure around 20 x 40 cm and were discovered during the excavation of the 4-pillar foundation of the Baitussu Jami Mosque.

Apart from using red bricks in its construction, the Baitussu'ada Jami Mosque also used a very sacred gong which has long been no longer used was replaced with a new one, and then the wood was taken by carving to make it into one. one medicine for all kinds of diseases and the water is cooked thoroughly along with carved wood and then the water is drunk by local people who have any disease.

4. Dome of the Baitussu'ada Jami' Mosque

During the construction of the Baitussu'ada jami mosque located in Leuweunggajah Village, Ciledug District, the mosque used to use a very sacred mosque dome. In this modern era, the mosque dome, which was once sacred according to the guardian figures, has been replaced with a new mosque dome. In the current modern era, the Baitussu Jami' mosque has had some renovations or repairs so the mosque has had many changes compared to the previous one until now. The dome of the Baitussu'ada Jami mosque is now kept in a glass cupboard to serve as a history of the early establishment of the Baitussu'ada jami mosque in Leuweunggajah village, Ciledug District.

5. Habib toha's grave

Habib Toha is one of the elders and scholars who came from Egypt to see the development of Islamic teachings in the Cirebon area, but Habib Toha also looked at the eastern area of Cirebon in the village of Leuweunggajah. So he helped with the problems in Leuweunggajah village. Habib Toha's grave is a sacred tomb that to this day still has its potential and historical value preserved so that it is visited by many tourists from various cities. Habib Toha's grave is located in Jatiseeng Kidul village because he is not buried in Leuweunggajah village but is still connected to Leuweunggajah village. Habib Toha's grave has many visitors every month and on certain days because they have the intention of making a pilgrimage and praying for Habib. Toha.

6. The tradition of selling on Fridays in Kliwon

Leuweunggajah village has a tradition that is usually held by the people of Leuweunggajah village, which is called Friday Kliwon because this tradition can only be held on Friday Kliwon, in this Friday Kliwon tradition several people sell seven kinds of flowers. in front of the Leuweunggajah village area, selling the seven types of flowers is aimed at people who visit the sacred well to bathe and sell it to people who want to visit the graves of their relatives. The flowers sold by florists are pandan, soka, ylang-ylang, paper, kingkong, jasmine, and kantil which are used for one of the

hajat requirements, for example, bathing a child who cannot walk, treatment, wishes to be achieved, business running smoothly, getting a mate and so on. other. This Friday Kliwon tradition is held on Friday night and Friday morning because there are two times, especially Thursday night, and Friday Kliwon, when only adults are at this Friday Kliwon event starting at 07.00 until 07.00. Noon with different destinations that have their own needs. By bathing in the sacred well, after bathing, continue with the sunnah prayer of 2 raka'at. Apart from that, on Friday morning it is only for toddlers who want to be able to walk quickly by first putting their feet into the pool and then continuing with bathing in the sacred well. After that, the toddler's parents did a money sawer as a form of gratitude for bathing the toddler's child. Guests who come to the Friday Kliwon event not only take a bath but also collect the water to take home, usually for pilgrimage to the graves of relatives or family, and can also be drunk for desired purposes or purposes. Apart from that, when guests have carried out all the activities of the Friday Kliwon event, guests who have bathed must leave all their clothes in the sacred well area, because it is a tradition to leave clothes after bathing so that they can leave behind all bad luck or what could be called disaster.

7. Leuweunggajah Village Sugar Factory

The Sugar Factory Industry has existed since the period of the Forced Cultivation System in 1830 - 1870 until the liberal era, namely around 1870 - 1900. The sugar factory is located on Jl. Prince Wapanjangsang, Jatiseeng, Kec. Ciledug, Cirebon Regency, which is currently still operating and still developing rapidly. The sugar industry system which includes the plantation sector is realized in the form of large-scale and complex agricultural businesses that are capital intensive, using large areas of land, large workforce organization, division detailed workforce, use of hired labor, neat work relationship structure, and use of modern technology.

8. Ciledug Station, Ciledug District

Ciledug Station, Cirebon Regency, which has still operating from the past until now and is located on Jl. Damarguna, Ciledug District, Cirebon Regency, where Ciledug Station is a class II train station located at an altitude of +16m above sea level and is included in Operational Area III. Ciledug Station is the easternmost train station in West Java which is on the route from Cirebon to Prupuk station. The station building which is a legacy of Staatsspoorwegen is still maintained. Ciledug Station has a water tower which was previously used to pour water into steam locomotive boilers. This water tower is hexagonal and is larger than the similar water towers at Keuhanan and Sindanglaut Stations. This water tower is still used today, but only for clean water purposes at the station, such as toilets and ablutions.

9. MSME activity programs

The MSME activity program in Leuweunggajah Village, Ciledug District, Cirebon Regency is organized by the women of the Wanaliman Women's Farmer Group (KWT) with the auspices of Leuweunggajah Village, Ciledug District. The agriculture carried out by KWT women is under the auspices of the local village government in Leuweunggajah Village, Ciledug District, namely in the field of planting fertilizers, namely tomatoes, red and cayenne peppers, kale, pokcoy, eggplant, chives, winged beans, cauliflower, and lemongrass. One of the locations for agricultural training activities is at Gapura Manis Baru RT 01 RW 04 which is still being held well according to the schedule determined and funds issued by the local government. Apart from that, Putri Wanaliman (KWT) also has 2 sustainable food yards (P2L), namely seed houses for plants planted by the Putri Wanaliman women's farming group. Putri Wanaliman's seed house (KWT) is located close to the house of

the chairman of Putri Wanaliman, namely Mrs. Titi Suhaeti because the center of her activities is in the house of Mrs. Titi Suhaeti as the chairman of (KWT) Putri Wanaliman.

Apart from that, the food or geol cracker snack MSME run by Mr. Baon has been running for 23 years now. This MSME is located at Mr. Baon's house, Rt. 04 Rw. 03 sweet block of Leuweunggajah village. Mr. Baon has 10 employees who help make Geol crackers. These geol crackers are also marketed to various markets, for example: Ciawi Gebang Kuningan market, Keuhanan market, Mertapada market, and Pabuaran market. There are 2 types of geol crackers, namely: large and small. For the small 1 quintal, the price tag is 1,700,000 and for the large one, the price is 1,300,000 thousand rupiah. The small 1 kg one is priced at 25,000 and the large one is priced at 15,000 thousand rupiah. Apart from Geol Crackers.

Another MSME product is the hide-and-seek bean plant which is a (MSME) product owned by (KWT) Putri Wanaliman, thereby helping to increase income from the sale of hide-and-seek beans which is run by (KWT) Putri Wanaliman. The hide-and-seek nut product is priced at Rp. 12,500 per ¼ kg, then how to sell the peanut products made by Putri Wanaliman using the PO (pre-order) system. The peanuts made by the Putri Wanaliman farmer group also have flavor variants, namely: sweet and spicy so consumers can choose from these 2 flavor variants.

CONCLUSIONS

Leuweunggajah Village, Ciledug District has 9 (nine) potential tourist objects and attractions including Old Sacred Well, Baitussu'ada Jami Mosque, Red Brick and Kentongan Baitussu'ada Jami Mosque, Baitussu'ada Jami' Mosque Dome, Habib Toha's Grave, Tradition sales on Friday Kliwon, Sugar Factory in Leuweunggajah village, Ciledug Station, Ciledug District, Cirebon Regency, MSME activity programs: Seed house, Geol Crackers, Umpet Nuts. This can be used as an opportunity for Leuweunggajah village to develop Leuweunggajah village as a tourist village in the Ciledug sub-district, This is because Leuweunggajah village has a very important history in the development of Islamic religion in Cirebon and until now the customs around Leuweunggajah village can still be felt by tourists. who visited Leuweunggajah village. This also cannot be separated from cooperation and support from the village government, community leaders, the role of the Putri Wanaliman Women's Farmers Group (KWT), and educational institutions to make Leuweunggajah village a tourist village in Ciledug sub-district, Cirebon district.

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