Community Participation to Support Conservation-Based Tourism Culture Result of Sugar Factory of Banjaratma in Brebes, Indonesia

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Abstract

The tourism sector is a potential sector to be developed as a source of regional income. This is evidenced by the increase in the number of foreign tourist visits to Indonesia from January to November 2018, an increase of 11.6 percent. One area that has local potential for tourist attraction to be developed is Brebes Regency, Central Java Province, Indonesia. This study aims to optimize the rest area of Pejagan-Pemalang KM 260 as a result of the revitalization of the former Dutch East Indies colonial-owned Banjaratma Sugar Factory building which is being built by the Government in Brebes. The method used in this study with a qualitative approach is a qualitative descriptive analysis method through observation, interviews, documentation, and secondary sources. Through the participation of the community by participating in introducing local wisdom from the local food and culture typical of Brebes which will be exhibited in the former rest area of the Banjaratma Sugar Factory, it will support tourism-based cultural heritage conservation in Brebes. The existence of community participation also needs support from various related parties who will also maintain the existence of cultural heritage in the global era and have an impact on the economic growth of the sustainable Brebes Regency community.

Keywords: Community Participation, Tourism, Economics, Sustainability

1. Introduction

In Indonesia, the tourism sector is a potential sector to be developed as a source of regional income. Resource development and utilization programs and the potential for regional tourism can contribute to economic development. As for the tourism sector in Indonesia, an increase in the number of foreign tourist arrivals or tourists to Indonesia from January to November 2018 increased by 11.6 percent compared to January to November 2017 (BPS, 2018). Seeing the magnitude of the contribution of tourism in Indonesia this is in accordance with the Sustainable Development Goals (SDGs) goals to open decent jobs and economic growth (goal 8), industrial development, innovation, and infrastructure (goal 9), and reduce economic disparities in society (goal 10) (Ishartono, 2016). The regions in Indonesia have local potential to become a tourist attraction.

One area that has local potential as a tourist attraction is Brebes Regency, Central Java. As a strategic area in the north coast area, the Brebes people generally use to trade such as salted eggs, onions, and special foods sold around the edge of the north coast road. However, since the construction of the toll road infrastructure that has crossed the Trans Java lane area, it has actually had an impact on the turnover of salted egg traders, shallots, and souvenirs that cross the Brebes Regency (Detik, 2017). This was complained by traders from Brebes because many of the Eid drivers and travelers who usually buy souvenirs typical of Brebes switched to the toll road.

The Indonesian government in this case is also optimizing the local potential of Brebes Regency which has a cultural heritage of the former Banjaratma Sugar Factory in Bulakamba District, which is located right alongside the Pejagan-Brebes Timur toll road. This has become one of the local potentials which later will have an impact on the tourism sector. The Banjaratma Sugar Factory (PG) building, Brebes Regency, is planned to be transformed into a rest area or service area (TIP) of the most beautiful toll road in Indonesia (Inews, 2019). Efforts to revitalize the heritage building of the Dutch East Indies colonial era in 1908 will become the Pejagan-Pemalang toll road rest area KM 260. The combination of the beauty of cultural heritage buildings with no damage as the original but also integrates the mix of modern stalls allocated will be included in the rest area.

The building of a cultural heritage former Banjaratma Sugar Factory (PG) through revitalization which was built as a rest area in accordance with the importance of protecting cultural heritage as a state asset that must be protected, in accordance with the mandate in the Government Regulation listed in Law No. 11 of 2010 concerning Cultural Heritage. Revitalization as a form of conservation of the former Banjaratma Sugar Factory (PG) building, Brebes in the future will be the potential to increase the economic income of the surrounding communities through the kiosks that will be included in the rest area. As a function of transferring cultural heritage buildings into a rest area, preparations are needed to support the economic and community sectors of tourism in Brebes. Thus, the problems faced by the merchant community around the northern coast road as a local MSME actor in Brebes need to take steps to optimize the Pejagan-Pemalang toll road rest area KM 260. The existing problems, it is necessary
to accelerate the carrying capacity of this potential. Therefore, efforts need to be made for the sustainable economy of the Brebes community.

2. Material & Methodology

This research uses literature study method through secondary data and is supported by interviews and documentation. The sources of this literature study vary from books, journals, news originating from national and international media relating to the cultural heritage of the Banjaratma Sugar Factory in Banjaratma Village, Kecamatan Bulakamba, Brebes Regency. Analysis of the data used uses qualitative descriptive analysis with data obtained through the use of interviews, observations, documents (Creswell, 2016). Most of the data in this paper uses data from government agencies relating to tourism, and its relation to the local potential of Brebes.

The research conducted research on the historic heritage building of the former Banjaratma Sugar Factory, in Banjaratma Village, Bulakamba District, Brebes Regency for three months from February to April 2019. This research in its stages collected literature data, supported by relevant sources and make observations in the field. It was also assisted through interviews with surrounding communities and documentation in the area around the Banjaratma Sugar Factory cultural heritage building.

After selecting the data, the analysis obtained is processed and used to obtain research results. Then from the results of research that have been valid, this research can be used for the follow-up step, namely community empowerment with research methods that have been done and able to complement previous research.

3. Result and Discussion

3.1 History and Overview of the Banjaratma Sugar Factory

As one of the Dutch East Indies colonial legacies, the Banjaratma Sugar Factory which was founded by N.V. Cultuurnaatschappij (a plantation company based in Amsterdam) in the 1908 period. This was based on the Inventory van de archieven van de Cultuur, Handel-en Industriebank Koloniale Bank; Cultuurbank NV, (1847) 1881-1969 (Ministry of Education and Culture, 2018). At the beginning of the map showing 1918, the Banjaratma Sugar Factory was called the Banjaratma Station. In 1997 it was the last operational of PG Banjaratma because of continuous losses, operational costs were not comparable with the profits.

In connection with the existence of the former Banjaratma Sugar Factory as one of the colonial relics of the Dutch East Indies became one of the cultural heritages in Brebes. In general, cultural heritage areas are a concept introduced by Law of the Republic of Indonesia No. 11 of 2010 (Rahardjo, 2013). However, in buildings in the former area of the Banjaratma Sugar Factory (PG) some of them are starting to be neglected and neglected by age as shown below:

![Figure 1 One of the buildings in the PG Region. The Abandoned Banjaratma Sugar Factory](Source: (Author's Documentation, 2019))

Meanwhile, the central part of the former cultural heritage area of the Banjaratma Sugar Factory (PG) has been revitalized into the KM 260 Pejagan-Pemalang toll area rest area. culture so that some buildings are not neglected. Because if there is a conservation of cultural heritage in a very large area of more than 11 hectares can be used as a tourism area based on conservation of cultural heritage which will later be connected to the central part that is revitalized into a rest area.

3.2 Community Empowerment Through HTM (Historical Tour for Millennials) As a Conservation-Based Tourism Banjaratma Sugar Factory Cultural Heritage

Communities in the village of Banjaratma have great potential in managing tourism based on cultural heritage conservation in the Banjaratma Sugar Factory, Brebes. Therefore, it is necessary to have community empowerment
based activities to increase economic capacity through processing tourism based on cultural heritage conservation with the idea of HTM (Historical Tour for Millennials) as an alternative step to optimize the existing tourism potential. The focus of the service is expected to be according to the target, namely, empowering local residents, motivating citizens to love and care for the environment, and foster a spirit of independence and entrepreneurship (Ersila, 2016). This community empowerment activity is very important and needs to be done, because in addition to being able to save the environment, especially the cultural heritage of the Banjaratma Sugar Factory by optimizing tourism based on cultural heritage conservation, it will also help the economy of the surrounding community by providing independence in the form of skills to become tour guides, entrepreneurs and new jobs around tour. Through the HTM (Historical Tour for Millennials) this will also help the community to introduce potential tourism to be introduced to local and foreign tourists and in this case also support the existence of sustainable development in 2030. As stated that, sustainable development has three dimensions, namely the economy sustainable, environmentally sustainable, and socially sustainable politics (Eko, 2015).

With the HTM program (Historical Tour for Millennials) an alternative solution is to present historical tourism that will have an impact on the economy of the people in Brebes. The following is an overview of the HTM (Historical Tour for Millennials) scheme as a community empowerment in Banjaratma Village, Brebes.

![Figure 2 Scheme of HTM (Historical Tour for Millennials) at the Banjaratma Sugar Factory](source:Processed by Author, 2019)

Based on the above scheme, there are several stages in a tour around history as follows.

### 3.2.1 Preparation for Guiding Around in the Rest Area of the Former Sugar Factory

Resting travelers or tourists visiting the Pejagan-Pemalang toll area KM 260 will be given a tour guide. The existence of a tour around the building in the cultural heritage of the former Banjaratma Sugar Factory is also a reference for tourist guidance for millennials who like unique locations. Tourists will be spoiled with a rest area tourist attraction that combines historical buildings with the characteristics of the Dutch East Indies architecture with modern stalls in it by not changing the original elements of the building with the historical values contained therein.

1. **Assistance for Rest Visitors or Tourists**

As a first step in welcoming visitors who deliberately take a break to relieve fatigue after a long journey or for tourists who deliberately come given a guiding group with a tour guide, each group consisting of 5-20 people with 1 tour guide each.

2. **Visitor Travel Coins**

Every visitor who comes is given a coin with the logo of PG (Sugar Factory) which enters the tourist area in the rest area of the former Banjaratma Sugar Factory. Tourists who come are given an entrance coin as evidence to surround the Banjaratma Sugar Factory (PG) cultural heritage for free so that it is as memorable as entering a traveling vehicle.
for sightseeing and this also facilitates visitor data collection. Visitors are also allowed to exchange rupiahs in the form of coins with the logo KOO (Souvenir Coins) which can be exchanged for the purchase of souvenirs typical of Brebes.

3.2.2 Implementation of Guiding Around in Rest Areas Former Sugar Factory

1. Train Around the Former Area Banjaratma Sugar Factory

During the tour for visitors who want to enjoy the atmosphere of historical buildings around the rest area that was once the Banjaratma Sugar Factory (PG) area with time efficiency can ride a steam train or a train which later can be an ancient model train to get around. At present, can manage a mock train prepared for a tour around the cultural preservation.

2. Around the Building in the Former Banjaratma Sugar Factory

Guidance tour in the building of the Sugar Factory cultural heritage building which will later become a rest area by the Government needs an interesting model in the form of local potential that is owned by scouting tourism as follows:

a. Historical Education

Every building in it has alleyways or devices used to process sugar cane to become sugar. There is a need for understanding to visitors through educational history through historical films that are played in the building or with an explanation by the guide to surround the area in the building and also given a question and answer session. In addition to providing historical education indirectly will foster awareness for visitors of the importance of conservation of the sugar factory cultural heritage (Banjaratma) as a relic of the Dutch East Indies that must be preserved.

b. Location of Millennial Photos in the Sugar Factory Historical Building

Each visitor was also freed to take pictures around the heritage building with aesthetic beauty characterized by the Indies in the rest area. Such as certain locations to take interesting photos that will later make millennial visitors who will usually post pictures or videos of tourist visits in the rest area of the former Banjaratma Sugar Factory to social media or the internet. Such as the location of the building points in this which remain maintained with the security fence later to maintain the integrity of authenticity (Figure 2).

![Figure 3 Interesting Photographs for Millennial Communities](Source: (Author's Documentation, 2019))

With the support of visitors in the millennial era that is very fast to access digital information will participate in promoting tourism, especially the Pejagan-Pemalang rest area in Brebes, which has a beauty with a blend of sugar factory buildings that have been revitalized to preserve its original integrity. Indirectly the millennial community participates in an active role in understanding the importance of conservation of cultural heritage.

3. Brebes Local SME Exhibition

When after visitors are touring historical tours in the Banjaratma Sugar Factory cultural heritage building, it is also expected to be advised to look at the stalls in the rest area with a variety of Brebes souvenirs such as salted eggs, onions, crackers and Brebes handicrafts that are local potential. As for other alternative steps to attract visitors, at certain times in the exhibition, for example, on the days before the Eid homecoming or other holidays, there needs to
3.3 Cooperation of Related Parties

a) Government

As an executive institution at the regional and national levels, the government also has the responsibility for the preservation of the site and regional culture. The government as one of the stakeholders needs to help to socialize the concept of HTM (Historical Tour for Millennials) to be implemented. Real efforts that may be made by giving trust to managers to implement the concept of HTM (Historical Tour for Millennials), facilitate the implementation of the program, and participate in guarding the running of the HTM (Historical Tour for Millennials). In this case the Culture and Tourism Office, the Transportation Office, as well as the Brebes Regency Cooperative, MSME and Trade Office can include HTM (Historical Tour for Millennials) in the agenda and work programs of agencies in order to increase public participation in supporting tourism.

b) Academics

Academics as agents of change and iron stock have the same important role. So academics are good partners for the management of HTM (Historical Tour for Millennials). The real thing that can be done is to hold activities related to site visits and research on cultural heritage buildings such as the rest area of the former Banjaratma Sugar Factory. Then, it also provides education for the community in Banjaratma Village to understand the history of the Banjaratma Sugar Factory building, which in turn the community will be able to independently become a tour guide at the Banjaratma Sugar Factory, Brebes.

c) The community

With this community empowerment through the concept of HTM (Historical Tour for Millennials) will enable cooperation with the community as a tour guide and local community SMEs. For example is the sale of souvenirs typical of Brebes who will later fill trade stalls in the rest area. In this case, the Brebes community can optimize the local potential they have, such as the results of the management of salted eggs, onions, and other unique souvenirs.

4. Conclusion

The cultural heritage of the Banjaratma Sugar Factory as a colonial relic of the Dutch East Indies since 1908 which has historical values that need to be protected as historical structures. The existence of revitalization that was built by the government by changing the function of the former sugar factory into a rest area Pejagan-Pemalang KM 260 in the Brebes area will help maintain the integrity of the conservation of the cultural heritage buildings. In addition to being a place to be a rest area or a place of rest and service (TIP) can be optimized as historical tourism in the Brebes Regency. This becomes an opportunity for the local SMEs of the Brebes community who will later fill sword stalls. Through community empowerment with the existence of HTM (Historical Tour for Millennials), it can be an alternative solution for community participation in efforts to support tourism-based conservation of cultural heritage in the Banjaratma Sugar Factory (PG) cultural heritage, Bulakamba District, Brebes Regency. This idea needs collaboration from the government, as facilitators, academics as researchers who understand its history and become community companions, as well as local communities especially in Banjaratma Village, Brebes Regency, Central Java who will later contribute to supporting the tourism sector with existing local potential. As a step to conserve the cultural heritage of community empowerment through HTM (Historical Tour for Millennials), this is able to boost tourism potential in Brebes. Thus, this will also increase awareness of the importance of conservation of cultural heritage buildings that have historical values in the visitor community and will impact the sustainable economic growth of the Brebes community.

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**Interview**

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