

## THE IMAGE OF *KAMPUNG BALUWARTI* AS A JAVANESE CULTURAL EDU-TOURISM DESTINATION BASED ON THE CULTURE OF SURAKARTA SUNANATE PALACE

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**Abstrak.** Penelitian ini berupaya mengalisis pengembangan citra Kampung Baluwarti sebagai destinasi edu-tourism berbasis budaya di Kota Surakarta. Secara sistematis, penelitian ini bertujuan: 1) mengidentifikasi karakteristik produk wisata Kampung Baluwarti, 2) mengkaji pengembangan citra Kampung Baluwarti sebagai destinasi pariwisata budaya di Kota Surakarta, dan merumuskan paket wisata edukasi budaya yang disesuaikan dengan potensi eksisting, lingkungan dan perencanaan kawasan. Penelitian ini menggunakan metode deskriptif-kualitatif dengan pendekatan Model PASOLP (*Product Analysis Sequence Outdoor Leisure Planning*) yang berfokus pada perencanaan kawasan wisata modern yang menyertakan antara kebijakan nasional/daerah, lingkungan dan sektor ekonomi yang terkait dengan perencanaan. Dalam penelitian ini digunakan dua tahap PASOLP yakni mendefinisikan objek dan atraksi serta perumusan rekomendasi berdasarkan kebutuhan dan prioritas. Teknik pengumpulan data ditempuh dengan cara mengumpulkan informasi yang diperlukan melalui wawancara terhadap informan kunci. Observasi langsung dilakukan melihat kondisi eksisting objek penelitian. Selain itu, studi pustaka digunakan dalam rangka menggali informasi yang bersifat literatur terkait Kampung Baluwarti yang tidak diperoleh dalam wawancara dan observasi. Dari penelitian diketahui bahwa produk wisata Kampung Baluwarti memiliki peran ganda yaitu selain sebagai upaya konservasi dan preservasi tetapi juga dapat meningkatkan ekonomi masyarakat yang tinggal di kawasan. Desain pengembangan yang disesuaikan dengan karakteristik produk, kondisi masyarakat lokal dan perencanaan dirumuskan dengan paket wisata berbasis edukasi budaya tradisional yang dapat membentuk citra Kampung Baluwarti sebagai destinasi edu-tourism berbasis budaya Kota Surakarta.

**Kata Kunci:** Citra; Wisata Edukasi; Wisata Budaya; Baluwarti; Surakarta

[**Title: The Image of Kampung Baluwarti as A Javanese Cultural Edu-Tourism Destination Based on The Culture of Surakarta Sunanate Palace**]. *Kampung Baluwarti* is a cultural edu-tourism destination in Surakarta City, Central Java, Indonesia. Systematically, this study aims to: 1) identify the characteristics of the tourism products of *Kampung Baluwarti*; 2) study the development strategies of the image of *Kampung Baluwarti* as a cultural edu-tourism destination in Surakarta and formulate the cultural education tour packages that are tailored to existing potentials, environment, and regional planning. The research applied a descriptive-qualitative method with PASOLP (*Product Analysis of Outdoor Leisure Planning Sequence*) which offers a creative, pragmatic, and operational *approach* to modern tourism area planning. In this case, the research conducted two PASOLP stages: defining the object and attraction and providing recommendations on the needs and priorities. The data collection technique was conducted by collecting the necessary information through interviews with key informants. Field observation carried out the existing condition. Besides, a literature study was used to dig up literary information related to *Kampung Baluwarti* that was not obtained in interviews and observation. Besides, a literature study was used to explore literary information related to *Kampung Baluwarti* that was not obtained in interviews and observation. The results show that the tourism products, in this case, have multiple roles: not only for conservation and preservation purposes but also for improving the economy of the local people living in the area. Development strategies that are tailored to product characteristics, local community conditions, and planning are formulated with Javanese traditional tour packages that can form the image of *Kampung Baluwarti* as a cultural edu-tourism destination in Surakarta. Therefore, cultural edu-tourism destination carries the appropriate concept in developing tourism strategies based on the Javanese culture of Surakarta Sunanate Palace.

**Keywords:** Image; Edu-Tourism; Cultural Tourism; Baluwarti; Surakarta

## 1. INTRODUCTION

*Kampung Baluwarti* is an urban village administratively located on the area of the *Keraton Kasunanan Surakarta* (Surakarta Sunanate Palace) Pasar Kliwon District, Surakarta City which has local characteristics e.g. the way of living, custom, and foods of communities stills brings Javanese culture. In tourism, the resources can be formulated and developed as a cultural edu-tourism destination in Indonesia. This is caused by the developmental process of that place cannot be separated from the reign of every ruler with his spatial policies and spatial arrangements from 1745 until now (Marlina, 2020). The communities who live in *Kampung Baluwarti* are known to be a relative of the palace or often called courtiers. Various traditions and customs in palace life are very viscous with Javanese traditional culture and have been attached to the community of *Kampung Baluwarti* until the present time.

The word 'Baluwarti' comes from the Portuguese 'Baluarte' meaning fortress, while in the Javanese is the castle wall. Baluwarti is the boundary of the palace, which on the inside is the palace and the residence of the king and his family (*sentana dalem*) and the royal servants closest to the king. Associated with the concept of a Javanese city in the past time, *Kampung Baluwarti* can be interpreted as 'kutha' Sala (a popular name of the city). The meaning of 'kutha' in Javanese society symbolizes a residential neighborhood located within the walls of the fortress residence area or state leader. In literal terms, the word *kutha* means a residential area protected by a wall built around a square shape (Wiryomartono, 1995).

Regarding from Tanaamah and Wenas (2014) that cultural heritages are easily broken and forgotten because of intangible (living memory) and in the form of physical documents. Various efforts have been made by local communities to preserve and maintain the Javanese culture. Some efforts are done regarding the future generations can still know their traditional culture. One effort that can be offered and applied in *Kampung Baluwarti* is

formulating Javanese culture into the potential things offered in the form of tourism products that can attract people to come. Some of the development of the *Kampung Baluwarti* tourism products lead to cultural education tours. Ankomah and Lawson in Lam, Ariffin, and Ahmad (2011) said that countries could become more successful if they are able to link both the education and tourism industries as avenues for international exchange and learning. The concept of education tour contains the understanding of Javanese culture based on palace traditions considering palace is one of the center of civilizations. Palace as the center of civilization is seen from culture dispersal patterns that radiate out centrifugally (Purwanto, 2017).

According to Organisation for Economic Co-operation and Development (2019) that edu-tourism are individuals (edu-tourists) who have physically crossed an international border between two countries with the objective of participating in educational activities in the country of destination, where the country of destination is different from their country of origin. Furthermore, Edu-tourism is a type of tourism (i.e., a separate niche) (McGladdery & Lubbe, 2017) that encompasses a particular tourism activity, which education, learning, and knowledge gaining is the main purpose of travel (Ritchie, Carr, & Cooper, 2003). The area with potential resources for education programs should develop a strategy to meet Edu-tourism market needs. Planning and development strategies are a crucial factor to ensure the sustainability and competitiveness of tourism destinations, especially in the high competition era of the tourism business (Nasruddin, Normelani, & Kumalawati, 2019).

A definition stated by Wahab (1992) based on the intent of travel, cultural tourism is a type of tourism

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that the purpose of the travel is to enrich the information and gain knowledge about other countries, besides, to want to get satisfaction, entertainment results of the culture of a nation, such as traditional dances and the way of life of the local community. Both definitions of cultural tourism and edu-tourism stated by expert adheres to the potentials of *Kampung Baluwarti* so that the image of the village should be developed.

Thus, the development of a tourist destination's image is needed since local and foreign tourists visit to see local culture and the village has a combination of cultural edu-tourism potentials that tourists need. The tourists' perception of the authenticity of Javanese culture can be realized with cultural edu-tourism products in *Kampung Baluwarti*. The destination loyalty construct has influenced by intentions to revisit, word of mouth promotion and recommending to others (Rajesh, 2013). As well as Surakarta Sunanate Palace which has become a leading tourist destination that cannot be separated from the valuable cultural history and the Java community which has become the main attraction of the city. Therefore, this article seeks to analyze and develop the image of *Kampung Baluwarti* that is part of the palace area as a destination for cultural edu-tourism. Also, it may become a reference in determining the direction and policies of future destination development of tourism in Surakarta City. Furthermore, the destination development is expected to have a positive impact which is in the economic sector. The economic relevance of the tourism is often associated with intense competition among tourist destinations, which are constantly concerned with the sustainability and further enhancement of their market position (Cavalheiro, Joia, & Cavalheiro, 2019).

## 2. METHOD

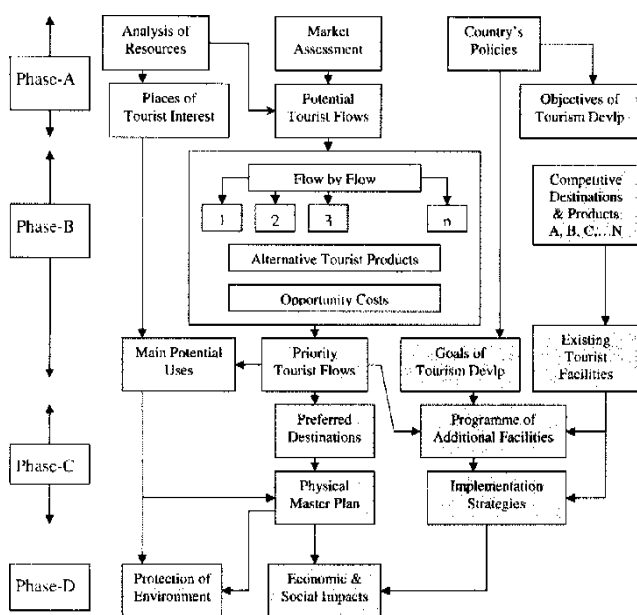
This study applied the descriptive-qualitative method. The main approach used is the PASOLP model (*Product Analysis Sequence Outdoor Leisure Planning*) which is a modern tourism area planning approach that includes national/regional policies, the environment, and the economic sector related

to planning (Gunardi, 2010). Survey and analysis aim to find out the problems and objects and attractions located in the area of planning. Sequence Analysis of Products for Outdoor Recreation Planning is a new approach to tourism planning developed by Lawson and Baud-Bovy (1977). This approach integrates physical and economic approaches aiming to propose a detailed master plan of a destination. The approach of PASOLP proposed tourism planning holistically observing a tourist area by analyzing the phases in the development process. There are four stages for working on this approach, namely:

- 1) Definition of Objects and Attraction of the area. This stage explains objects and attractions that can be used to determine the type of tourism that will be developed in the area of *Kampung Baluwarti*.
- 2) Recommendation for Needs and Priority. This stage is to provide recommendations on the needs and priorities that should be pursued seriously for the development of tourism and recreation in *Kampung Baluwarti* by evaluating the existing product (object and attraction) that can be developed.
- 3) Preparation of Plans. This stage describes how to prepare a tourism area plan, which includes the preparation of plans, including a) land use, b) provision of facilities, infrastructure and other functions following the plan, c) detailed evaluation of the impact of development, d) determination of conditions for land balance and other protected areas.
- 4) Implementation of the Development. This stage includes a) measure for effective implementation (licensing, finance, and administration), b) procedures for monitoring reports and correcting imbalances, c) action of plans at the early stages of development.

However, this research focuses on two PASOLP stages: 1) defining the object and attraction; and 2) providing recommendation on the needs and priorities. After obtaining information related to the potentials that can be packaged into tourism products, recommendations were formulated for stakeholders in *Kampung Baluwarti* to be followed up as a work program for the preparation of tour

packages. Primary data collection in this study was taken by conducting a semi structured interview technique for key informants of local initiators of Kampung Baluwarti and local communities who are involved in tourism activities and also literature studies. In addition to conducting interviews, field observation was carried out to see the existing conditions in *Kampung Baluwarti*. It was conducted from January to March 2020. The findings in this study are expected to be able to identify and analyze all the tourism potentials in *Kampung Baluwarti*.



Source: Lawson and Baud-Bovy (1977)  
**Figure 1.** Flowchart of the PASOLP Approach of Tourism Planning

### 3. RESULT AND DISCUSSION

#### 3.1. Characteristics of *Kampung Baluwarti* (Community and Environment)

The history of the establishment of the *Kampung Baluwarti* began in 2000, where the concept of the initial ideas forming *Kampung Baluwarti* to become a Tourism Village destination was still merely a discourse. At the end of 2015, one of the initiators built *Kampung Baluwarti* as a tourist village destination. The same year, the first tourism product made by local initiators was by holding a cooking class with the typical cuisines of Surakarta Sunanate Palace. When the implementation of this program runs well, it turns out that it can attract the

interest of tourists, especially foreign tourists from the Netherlands (Interview with Darmadi, a local manager, July 2020).

*Kampung Baluwarti* is unique because the environment of the residents' houses is inside the palace walls with a thickness of 2 meters and a height of 6 meters, and almost all of its building forms are characterized by the traditional building of Baluwarti influenced by Javanese, Chinese and European architectures with distinctive spatial patterns.



Source: Primary Data, 2020  
**Figure 2.** Main Gate of *Kampung Baluwarti*



Source: Primary Data, 2020  
**Figure 3.** Ndalem Purwodiningratan Traditional House

Apart from its architecture, *Kampung Baluwarti* also still adheres to the customs, habits, procedures, and culture of their community. This peculiarity makes the housing environment in *Kampung Baluwarti* included in the cultural heritage area in Solo (Surakarta City), a legacy of historical value as well as a cultural tourism destination (Rohmawati, 2016).

Javanese customs and traditions that still used by the communities in *Kampung Baluwarti* provide

authentic identity as a representation of the public palace. It has led to the way of life and the views of the community affected by the palace culture until today. For example, an embodiment of culinary which used local ingredients, performing arts such as *gambyong* dance and gamelan, and Javanese language etc., still shows the cultural identity of the Javanese courtiers' environment. With the authenticity of this community culture, it can become a tourist attraction that can appeal to the attention of domestic and foreign tourists. Moreover, Robbie (2008) said that the identities are presented almost as the guides' credentials, something that will ensure an authentic experience for those who choose to purchase a tour.

### **3.2. The Image of *Kampung Baluwarti* as a Cultural Edu-tourism in Surakarta**

Various tourism activities focus on cultural activities so that the local manager of the village takes the initiative to develop potentials as a tourist attraction especially for Javanese cultural edu-tourism based on Surakarta Sunanate Palace. Education is a conscious and planned effort to create an atmosphere of learning and the learning process so that students actively develop their potential to have religious-spiritual strength, self-control, personality, intelligence, and skills needed by society. From several definitions that have been described, it can be seen that the notion of educational tourism itself is a tourism activity carried out by tourists who take a day's vacation and those who travel to get education, knowledge, understanding as the main motivation or the second motivation of tourists. Tourism related organizations and businesses need to identify and market to specific market segments (i.e. culinary tourists, eco tourists, cultural tourists) that maybe interested in their destination or attraction (Kraftchick, Byrd, Canziani, & Gladwell, 2014).

The activities of the Baluwarti Tourism Village continue to operate by using *Ndalem Praja Pangarsan* (a heritage building in *Kampung Baluwarti*) as the secretariat of local management. This place also functions as a creative home for residents who are fostered by the Baluwarti Tourism Village community activists. The idea of the

emergence of the potential development for educational tourism based on the Javanese Palace culture is due to the habits and customs of the Baluwarti community which can be said to be part of the palace, especially the palace servants who are always loyal in serving every agenda held in the Surakarta Sunanate Palace. Starting from the living culture of the palace servants, which was finally adopted with a little modification so that it could be used as an educational tourist attraction in the Baluwarti Tourism Village. Following these ideas, the various program of educational tourism product was formulated, including: (1) Cooking Class based on typical dishes of Surakarta Sunanate Palace; (2) Learning to wear Javanese traditional clothes, and practice *mewiru* (making batik cloth by the art of folding); (3) Visiting to *Ndalem* (traditional houses) around Baluwarti; (4) Learning traditional dance and *gamelan* (Javanese musical instruments) (5) Stringing *kembar mayang* (young coconut leaves); (6) Learning to make batik; and (7) Visiting Traditional Herbal Productions. These cultural educational tour programs in *Kampung Baluwarti* are described as follows:

#### **3.2.1. Cooking Education based on typical dishes of Surakarta Sunanate Palace**

The king's meal, the palace's specialties were shrouded in secrecy. Secret flavors are created from the hands of courtiers who are educated in the cooking culture of Surakarta Sunanate Palace. The complexity of the processing with selected ingredients, which has always been a mystery of the culinary delights of the palace of the heir to the throne of the Mataram dynasty, can be revealed through a cooking class educational tour package at Baluwarti Tourism Village. One of the menus that can be learned by tourists is the menu which is usually served during *wilujengan* (ceremonial meal), namely *sego golong janggan menir*. The menu is usually made with simple ingredients and simple cooking techniques but has a unique and delicious taste. *Sego golong* is one of the dozens of types of dishes that have been studied in this royal-style of cooking education tour package. These activities drive a tourist to have an experience with local cuisine activities. Gastronomy, however, can be clearly considered as an indispensable part of the

travel experience (Sánchez-Cañizares & López-Guzmán, 2012).

### 3.2.2. Javanese Dress Education

Javanese traditional clothing can also be called *busana kejawen* which has a certain meaning and philosophy for the wearer. The Central Javanese dress is full of *piwulang sinandhi* which is rich in implied meanings for life in the world and the hereafter. With the development of increasingly modern times, many young people do not know about the *ngadi busana keraton* (an education of wearing dresses based on palace style). Starting from here, an educational tour package dressed in Javanese dress in the style of Surakarta Sunanate Palace was formed. Through this educational tour package, tourists get the opportunity to gain knowledge about the clothes worn by relatives of the palace. Besides, tourists will also be educated on the practice of making batik cloth (the art of folding). If the tourists are already dressed in *Jawi Jangkep* (complete Javanese clothing), then they will then be allowed to perform the *lampah jengkeng* (walking with crouched down) as is usually done by palace relatives. This activity is rarely carried out by tourists while in their daily so it can be one of the new lessons to be learned in tourists' life. Host – tourist interaction emerges as the strongest (direct and indirect) determinant of the residents' attitudes towards tourism development (Eusébio, Vieira, & Lima, 2018).

### 3.2.3. Visiting *Ndalem* (Traditional Houses) around *Kampung Baluwarti*

This tour package can be said to be one of the educational tour packages that are quite popular with tourists because they feel that they have a lot of knowledge about the historical background of the princes' residences around the walls of *Kampung Baluwarti*. Exploration in the prince's houses, the tourists will initially be invited to visit *Ndalem Sasono Mulyo*. The building that was built during the reign of Sunan Pakubuwono IV at that time served as a venue for major events such as receptions for palace relatives. The next visit was at *Ndalem Sumohamijayan*. This place has a historical story, where the place became the venue of the first PON (National Sports Week) in Solo in 1948 for tennis and archery sports. Until now, tennis and

archery courts can still be found in this *ndalem*. The next visit is *Ndalem Purwodiningratan*. The uniqueness of the *ndalem* is that the building is older than Surakarta Sunanate Palace itself. This is because at that time the house was used as a temporary residence for Sunan Pakubuwono II after the *boyong kedhaton* (move to another place) when the center of the Islamic Mataram kingdom moved from Kartasura to Surakarta as it is today.

### 3.2.4. Traditional Dance and *Gamelan* Education

It is referred to as Javanese traditional dance because these dances originate from cultural traditions in the palace environment. All movements of the hands, feet, body, and head have their meaning and philosophy. The movements in this traditional Javanese dance are full of messages and do not just symbolize an activity. Not to mention the clothes that must be worn along with the harmonious accompaniment of *gamelan* music, which motivates tourists to learn a variety of classical Javanese traditional arts. These elements are part of the educational tour package for traditional dance and *gamelan*. On this occasion, the tourists were given an understanding and the opportunity to directly practice the procedures for dancing the classical Javanese dance, as well as other tourists, can try playing a *gamelan* instrument as the music to accompany the dancers. Various types of traditional dances including *Bedhaya*, *Srimpi*, *Gambyong*, *Beksan Wireng*, and *Golek*.

### 3.2.5. Education of *Janur* Creation (An art of arranging young coconut leaf)

*Janur* is one of the cultural traditions of Java. The art of arranging *janur* is usually a banners decoration at weddings in the palace customs. In this tour package, tourists will be taught to know the historical background and function of the art of arranging the leaf. Then then the tourists will be allowed to practice directly arranging the leaves into a beautiful shape which can later be used as a souvenir for tourists visiting *Kampung Baluwarti*.

### 3.2.6. Batik Workshop and Education

Surakarta is known as the batik capital of Indonesia and even the world. Through this tour package, tourists will be invited to visit several batik

craftsman industries around the Baluwarti wall. During this trip, tourists were given an insight into the batik process starts from *ngeblat*, *klowongan*, *ngiseni*, *nerusi*, *nembok*, *bliriki*, coloring, until *nglorod* (Javanese terms in making batik). In this package, the tourists are also allowed to learn batik briefly. The tourists will be allowed to practice batik directly on the cloth that is distributed one by one. Then after finishing, the tourists can take their batik handicrafts home as souvenirs after visiting Baluwarti Tourism Village.

### 3.2.7. Education in Making Traditional Herbal Medicine (*Jamu*)

*Kampung Baluwarti* has a traditional herbal medicine industry which was founded in 1984 under the name 'Jamu Tradisional Putri Solo' located in the Tamtaman Baluwarti area. Various kinds of herbal medicine are produced, but the ones most often consumed by tourists are *jamu beras kencur*, *kunir asem* (tamarind turmeric), and *gula asem* (tamarind sugar). The process of making these herbs still uses traditional ingredients such as rice, palm sugar, granulated sugar, salt, galangal, turmeric, tamarind, pepper, cloves, cardamom, *manis janggan*, cinnamon, and various other traditional ingredients. With this educational tour package, tourists will be invited to see the process of making and packaging herbal medicine. Then tourists are also welcome to enjoy the herbal brew that has been prepared. Furthermore, if tourists are interested, they can also buy a variety of traditional herbal medicine which has been packaged as a souvenir for visiting *Kampung Baluwarti*.

### 3.3. Developing of *Kampung Baluwarti* for Cultural Edu-tour Packages

In the formulation of the development of cultural edu-tours in *Kampung Baluwarti* Surakarta City, several effective strategies are needed, one of which is the packaging of cultural edu-tour packages that can be offered to domestic and foreign tourists. There is no live-in program for current packages where a tourist can live together communities for several days. Therefore, some of the packages that have been described require packaging of cultural edu-tour packages with a live-

in program where tourists visiting Baluwarti Tourism Village can directly enjoy cultural activities and social life mingling with local communities in several days.

The design of a tour package that is formulated with the name *Kampung Baluwarti* Cultural edu-tour with a duration of two days 1 night (2D1N) can be an example of strategic design as a superior tourism product. Tour packages can be made with the following activity in an itinerary as a live-in programme for tourists in *Kampung Baluwarti*. The activities are described below.

The first day:

1. The first activity of tourists who came was treated to the traditional culinary delights of *Kampung Baluwarti*, both snacks and soft drinks. For example, traditional foods namely *moho cake*, *klepon*, *geplak ginger*, *wajik klethik*, *jenang sura* presented with traditional drink namely *jamu kunir asem*, *beras kencur*, and *wedang dongo*.
2. The next activity is for tourists to join a cooking class activity by cooking Javanese food guided by a local guide from *Kampung Baluwarti*. After that, the tourist is invited to have lunch with local menus that have been cooked by tourists and local guided.
3. Activities from noon to evening can be in the form of learning to dance, playing *gamelan*, arranging flowers, making masks, making art of cloth folding, *nembang* (singing traditional songs), batik, and other cultural activities. Each activity will be guided by local guides who have skills according to the activities that tourists are interested in. For example, if tourists are interested in learning batik, they will be guided by residents who have expertise in the field of making batik.
4. At night tourists can carry out activities such as Javanese dance (*gambayong* dance, *bedhaya* dance, *kuda lumping* dance, etc.) wearing traditional clothes (Javanese clothing) which are usually worn by artists when presenting performances. If the tourists have finished learning to dance with local artists at night, then the next is time to rest by staying at homestays provided by the local community.

The second day:

1. In the morning, tourists are invited to tour the village by bicycle, rickshaw around Surakarta Sunanate Palace complex to see the architecture of the building, community activities, and enjoy the village atmosphere that is synonymous with Javanese culture.
2. Then tourists are invited to see the production of *Keris* (traditional weapon) as a noble cultural heritage of Indonesia that has been recognized by UNESCO and to see the production of *jamu* (herbs) in the herbal village directly at the production site.
3. After a series of activities enjoyed by tourists on the second day, tourists can bring souvenirs in the form of photos, masks, batik, Javanese clothing, as well as food and drinks typical of *Kampung Baluwarti* as souvenirs in the form of culinary. Besides, tourists can bring their handicrafts while participating in tourist activities in Baluwarti to be brought to their city/country.

The sequence of activities described in the itinerary can then be presented in the form of a brochure that is made as persuasive as possible and includes prices for both individual and group prices. A company's advertising spending was represented by the perceived advertising spending as an exogenous variable in the structural model (Villarejo-Ramos & Sanchez-Franco, 2005). The brochure can not only be delivered conventionally but can also be uploaded on the internet such as digital platforms or social media so that potential tourists can find out the information effectively. The official website of *Kampung Baluwarti* on the internet is needed to become a digital home for local managers with their tourism products. The website thus significantly influences browsers and indirectly promotes tourism destination (Lin & Huang, 2006)(Lin & Huang, 2006).

#### 4. CONCLUSION

Javanese art, custom, and tradition are still related to communities of *Kampung Baluwarti* as a part of the Surakarta Sunanate Palace culture. These characteristics are supported by the environment and the design of the historical heritage areas as well as the architecture of the palace buildings

which have become the identity of Javanese culture till today. Cultural edu-tourism activities conducted by the local communities of *Kampung Baluwarti* can be interpreted as preservation efforts that can maintain the sustainability of culture to date. These community cultural activities are manifested in the form of tourism activities. Apart from being an effort to preserve culture, these activities can improve the economy of the surrounding community. Therefore, the development of the destination image of *Kampung Baluwarti* as an educational and cultural tour of Surakarta City through cultural identification adapted to existing conditions and area planning also helps build an authentic tourism image. The packaging of cultural-educational tour packages needs to be formulated considering that in tourism, the presence of cultural tourism products of local communities can produce valuable experiences for tourists.

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