Factors that Influence The Existence of Palace Cultural Tourism in The Era of Globalization

* ASTRI MUTIA EKASARI, [1] GINA PUSPITA ROCHMAN,
[1] INA HELENA AGUSTINA, [1] VERRY DAMAYANTI

*,[1] Universitas Islam Bandung, Bandung, Indonesia
Correspondance author: astri.mutia@unisba.ac.id *

Abstract

Cirebon City has a lot of cultural heritage in the form of the Palace and other historical relics. The Department of Tourism and Culture of West Java Province tries to preserve the existence of this cultural heritage through the establishment of the History of the Palace as a primary tourist attraction. This study aims to determine the factors that influence the existence of historical palace tourism among the people in the current era of globalization. The research approach method is quantitative statistics, analyzing data with factor analysis. Data collection techniques were carried out through the distribution of online questionnaires. Respondents who were netted were 131 respondents from Cirebon City, Cirebon Regency, and Bandung City in the age range < 20 years to > 60 years. The results of the study concluded that the existence of the historical tourist attraction of the palace was known by most of the respondents. The government and managers of historical tourism and palaces can increase their existence and increase tourist visits by considering these four factors: Applications & Tourist Attractions, Historic Buildings & Traditional Ceremonies, Traditional Culinary, Superior Value.

Keywords: Palace; Cultural Tourism; Principal Component Analysis

Introduction

Indonesia has various cultures. This culture has superior values about human identity, especially for mutual respect, tolerance, and caring for one another (Haliim, 2018). Globalization results in a decrease in the quality of these values (Sinulingga et al., 2020). The main impact of globalization is related to changes in cultural identity, the development of cyberculture, changes in work ethics that take people away from their cultural heritage (Sinulingga et al., 2020)(Wani, 2011). Symptoms of intolerance are symptoms that threaten the National Defense of the Indonesian Nation.

Utilization of cultural heritage as a product that is ready to be consumed in the tourism industry, provides an opportunity for tourists to learn the unique philosophical values contained therein related to art, culture, customs to reliefs, and buildings. West Java Province Tourism Development Master Plan (RIPPARPROV) for 2015-2025 established Cirebon and its surroundings as a Strategic Area for The Development of Historical Tourism and The Palace (KSSP). Featured tourist attractions in this KSSP include the

Kasepuhan Palace, Kacirebonan, Kanoman, Kaprabonan, Sang Ciptarasa Great Mosque Area, and Sunan Gunung Jati Tomb Area.

The management of historical tourism objects and the palace has not been maximized, such as for providers of guide services, ticketing, palace building maintenance, databases for collecting data on tourist visits, providing facilities, and so on. Historical tourism and palaces must compete with contemporary and instagramable tourist attractions such as Ade Irma Sunyaragi Waterland park, Kejawanan Beach, Sedong Setu, Banyu Panas Palimanan, and so on. The palace's appeal requires a lot of care and funding. Maintenance affects the continuity of the existence of the palace. Destination image is an important factor that influences motivation, tourist satisfaction, and the desire to visit again (Pratminingsih et al., 2014). The kings of the Cirebon kingdom are realized efforts to maintain the existence of the palace. But funding is a common problem in maintaining the preservation of the palace, especially funding for palace activities such as the costs of courtiers, maintenance of space and goods as well as traditional events that must continue (Helena Agustina et al., 2019). During the Covid-19 pandemic, these tourism activities must survive in order to keep exist without any income from tourist visits. Tourist travel is influenced by pull factors related to the existence of a tourist attraction, such as the fame of tourist attractions, tourist attractions that are widely discussed by people, and become trending topics (Fandeli, 2001).

Considering, on the one hand, there is an interest in preserving the historical and cultural tourism of the palace, but on the other hand facing the difficulty of funding support and increasingly fierce competition. Therefore, this study will identify public knowledge about the existence of historical and cultural tourism of the palace, and determine the factors that influence its existence among people in the current era of globalization. Through this research, local governments and managers of historical and cultural tourism of the palace can find out the right factors to better expose and publicize their tourism activities to the wider community.

Research Method

The historical and cultural tourism of the palace which is the object of this research is in the city of Cirebon. Potential tourism objects explored are related to the palaces, dance, culinary arts, traditional ceremonies, museums, and others.

The main data used in this study, to determine the existence of historical and cultural tourism of the palace among the community, is primary data obtained through filling out Google Forms questionnaires which are distributed online. The survey was conducted on October 10-16, 2021. The questionnaire consisted of 15 questions. 131 respondents were collected, consisting of respondents living in the city of Cirebon (representing the community where the historical and cultural tourism of the palace is located), Cirebon Regency (representing the respondent's domicile around the city of Cirebon), and the city of Bandung (representing respondents from a metropolitan and heterogeneous city).

The factor analysis simulation in this study uses the help of IBM SPSS software version 21. The data processing stage is using the Principal Component Analysis (PCA) method because the purpose of this study is to summarize data variable with quite a lot of dimensions into a representative factor (Dunteman, 1989). The stages of factor analysis in this study are: Step 1, Testing the KMO value to see the adequacy of the sample as a whole. Step 2, Bartlett test to determine whether there is a correlation between variables. Step 3, Test the value of the anti-image correlation matrix to see the adequacy of the sample for each variable. Step 4, Principal component analysis (PCA). Step 5, Interpret PCA results (Ilmaniati & Putro, 2019).

Results and Discussion

Characteristics of Respondents

Characteristics of respondents in Cirebon city and Cirebon district 100% know about the existence of palace cultural tourism in Cirebon and 100% of respondents have visited it. Meanwhile, 80% of respondents from Bandung City know about the existence of palace cultural tourism in Cirebon, but only 55% have visited it.

Table 1
The Existence of Palace Cultural Tourism in Cirebon Among Respondents

	Knowledge of the existence	Respondents who have visited
Cirebon City	100%	100%
Cirebon District	100%	93%
Bandung City		
Yes	80%	55%
Doubtful	12%	9%
No	8%	36%

Testing the KMO and Barlett's value

Based on the output table, data acquisition from 15 variables with 131 respons shows that the KMO MSA (Kaiser-Meyer-Olkin Measure of Sampling Adequacy) value is greater than 0.50, which is 0.857. In addition, the value of Bartlett's Test of Sphericity (Sig.) shows 0.000 less than 0.05. Indicating the adequacy of the number of samples, then factor analysis can be continued at the next stage. Thus, the first requirement of factor analysis is met.

Table 2
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.857
Bartlett's Test of Sphericity	Approx. Chi-Square	791.261
	df	105
	Sig.	.000

Test The Value of The Anti-Image Correlation Matrix

Table 3
Anti Image Matrics

		X1	X2	X3	X4	X5	X6	X7	X8	X9	X10	X11	X12	X13	X14	X15
Anti-image Covariance	X1	.523	.006	-.073	.073	-.007	-.143	-.074	-.040	.026	.059	-.051	.012	-.090	-.052	.040
	X2	.006	.552	-.002	.048	.110	-.027	-.185	-.014	-.027	.033	.011	-.040	-.078	-.068	.015
	X3	-.073	-.002	.570	-.074	-.093	.045	-.102	-.033	.124	-.054	.107	-.078	-.037	-.020	-.127
	X4	.073	.048	-.074	.775	-.031	-.081	.033	-.058	-.079	-.015	.087	-.064	-.083	-.002	-.011
	X5	-.007	.110	-.093	-.031	.610	-.146	.038	-.062	-.052	-.020	-.036	-.040	.053	-.079	.009
	X6	-.143	-.027	.045	-.081	-.146	.360	-.100	-.067	-.022	-.102	.054	.066	.014	-.017	-.026
	X7	-.074	-.185	-.102	.033	.038	-.100	.357	-.012	-.053	.013	-.010	-.089	.015	.077	-.061
	X8	-.040	-.014	-.033	-.058	-.062	-.067	-.012	.491	-.109	.041	-.152	-.013	-.092	.016	.029
	X9	.026	-.027	.124	-.079	-.052	-.022	-.053	-.109	.516	-.188	.071	-.015	-.042	.027	-.075
	X10	.059	.033	-.054	-.015	-.020	-.102	.013	.041	-.188	.520	-.198	.056	-.008	.046	-.050
	X11	-.051	.011	.107	.087	-.036	.054	-.010	-.152	.071	-.198	.546	-.085	-.084	-.102	-.014
	X12	.012	-.040	-.078	-.064	-.040	.066	-.089	-.013	-.015	.056	-.085	.641	-.137	-.035	.001
	X13	-.090	-.078	-.037	-.083	.053	.014	.015	-.092	-.042	-.008	-.084	-.137	.534	-.011	-.026
	X14	-.052	-.068	-.020	-.002	-.079	-.017	.077	.016	.027	.046	-.102	-.035	-.011	.533	-.235
	X15	.040	.015	-.127	-.011	.009	-.026	-.061	.029	-.075	-.050	-.014	.001	-.026	-.235	.432
Anti-image Correlation	X1	.891ᵃ	.011	-.133	.115	-.013	-.329	-.171	-.078	.049	.113	-.096	.021	-.169	-.098	.083
	X2	.011	.848ᵃ	-.004	.073	.189	-.061	-.417	-.027	-.050	.061	.021	-.066	-.144	-.125	.030
	X3	-.133	-.004	.838ᵃ	-.111	-.158	.099	-.227	-.063	.229	-.100	.191	-.129	-.067	-.035	-.257
	X4	.115	.073	-.111	.857ᵃ	-.044	-.154	.062	-.095	-.126	-.023	.134	-.090	-.128	-.003	-.018
	X5	-.013	.189	-.158	-.044	.861ᵃ	-.311	.082	-.113	-.092	-.035	-.062	-.064	.092	-.138	.017
	X6	-.329	-.061	.099	-.154	-.311	.859ᵃ	-.280	-.158	-.052	-.236	.122	.137	.031	-.038	-.067
	X7	-.171	-.417	-.227	.062	.082	-.280	.853ᵃ	-.029	-.123	.030	-.024	-.186	.034	.176	-.156
	X8	-.078	-.027	-.063	-.095	-.113	-.158	-.029	.909ᵃ	-.217	.080	-.294	-.022	-.180	.030	.063
	X9	.049	-.050	.229	-.126	-.092	-.052	-.123	-.217	.847ᵃ	-.362	.133	-.026	-.081	.052	-.159
	X10	.113	.061	-.100	-.023	-.035	-.236	.030	.080	-.362	.806ᵃ	-.372	.096	-.015	.086	-.105
	X11	-.096	.021	.191	.134	-.062	.122	-.024	-.294	.133	-.372	.785ᵃ	-.144	-.156	-.188	-.030
	X12	.021	-.066	-.129	-.090	-.064	.137	-.186	-.022	-.026	.096	-.144	.889ᵃ	-.234	-.060	.001
	X13	-.169	-.144	-.067	-.128	.092	.031	.034	-.180	-.081	-.015	-.156	-.234	.913ᵃ	-.020	-.055
	X14	-.098	-.125	-.035	-.003	-.138	-.038	.176	.030	.052	.086	-.188	-.060	-.020	.809ᵃ	-.490
	X15	.083	.030	-.257	-.018	.017	-.067	-.156	.063	-.159	-.105	-.030	.001	-.055	-.490	.857ᵃ

Anti-image Matrics are used to identify and determine which variables are suitable for use in factor analysis marked by the letter code (a) which means the sign for Measure of Sampling Adequacy (MSA). Based on the table above, all the variables studied have an MSA value > 0.50. Thus, second requirements of factor analysis are met.

Principal component analysis

Based on the results of PCA extraction on the issue of the existence of historical and cultural tourism of the palace, it shows that there are 4 factors formed from the 15 variables analyzed (see table 4 and fig. 1). Because those component are meet the requirements of a factor where the eigenvalue > 1. Factor 1 eigenvalue of 5.877 is able to explain 39.18% of variation, Factor 2 eigenvalue of 1.442 with variance (9.615%), Factor 3 eigenvalue of 1.091 with (7.271%) and Factor

4 eigenvalue of 1.075 with variance (7.169%). If the four factors are added together, it can explain 63.23% of the variation.

Tabel 4
Total Variance Explained

| Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.877	39.180	39.180	5.877	39.180	39.180	3.081	20.539	20.539
2	1.442	9.615	48.795	1.442	9.615	48.795	2.647	17.647	38.186
3	1.091	7.271	56.066	1.091	7.271	56.066	2.014	13.425	51.611
4	1.075	7.169	63.236	1.075	7.169	63.236	1.744	11.624	63.236
5	.947	6.310	69.546						
6	.842	5.614	75.160						
7	.637	4.244	79.405						
8	.577	3.846	83.251						
9	.489	3.262	86.513						
10	.473	3.156	89.669						
11	.420	2.797	92.466						
12	.336	2.237	94.703						
13	.317	2.114	96.816						
14	.255	1.700	98.517						
15	.222	1.483	100.000						

Extraction Method: Principal Component Analysis.
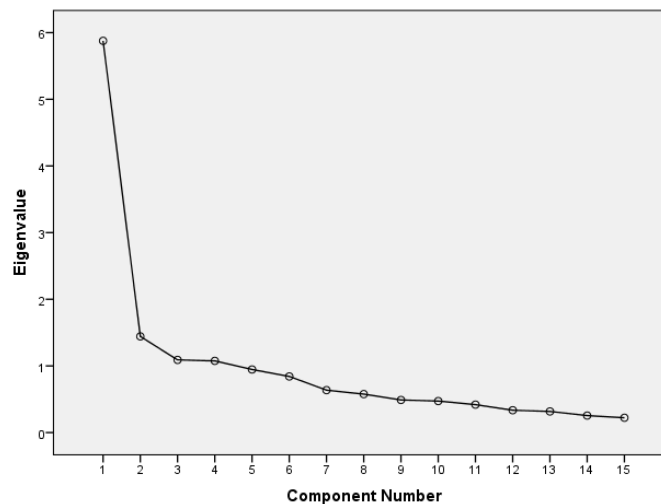
Figure 1. Scree plot

Rotational method that used in this study using varimax rotation, this method could minimizing the number of variables that have a high loading on a factor. The Rotated Component Matrix (table 5) shows the correlation value or the relationship between each variable and the formed factor. The election of the variables into the component factors can be seen from the gratest correlation value among the 4 component factors.

Tabel 5
Rotated Component Matrixᵃ

	Component			
	1	2	3	4
Knowledge of the Existence of a Tour Guide Application (GWIDO) to enjoy cultural tourism (X2)	.816	.033	.033	.053
Knowledge of Sunyaragi Cave or Taman Sari Sunyaragi as historical sites that can be visited as tourist attractions (X7)	.793	.327	.150	.030
Knowledge of gamelan musical instruments as palace art (X13)	.586	.157	.214	.396
Knowledge of the existence of palace cultural tourism in Cirebon (X1)	.582	.277	.235	.138
Knowledge about learning the dance of the palace in the dance studio belonging to the palace as a form of cultural preservation (X12)	.567	-.034	.329	.218

Knowledge of the Great Mosque of Cipta Rasa which is a historical building from the Cirebon Kingdom (X6)	.415	.696	.184	.128
Knowledge of the Grebeg Syawal tradition at the Sunan Gunung Jati cemetery in Cirebon (X9)	.255	.677	-.056	.343
Knowledge of the architectural appeal of the palace which is the result of acculturation of Islamic – Hindu – Chinese culture (X4)	.093	.625	.166	-.165
Knowledge of the existence of buildings in the palace that can be used as photo spots (X5)	-.047	.619	.424	.150
Knowledge of Panjang Jimat ceremony procession as the culmination of the commemoration of the Birthday of the Prophet Muhammad (X10)	.051	.598	.083	.521
Knowledge of the Kasepuhan Palace Heritage Museum along with heirlooms and ancient objects as historical evidence (X8)	.432	.458	.102	.444
Knowledge of Bogana Rice as specialties culinary of the palace (X14)	.140	.075	.796	.289
Knowledge of other palace specialties culinary such as Abing Kakap, Sambal Godog, Apem Safar Cake (X15)	.287	.305	.683	.183
Knowledge of various and interesting tourist attractions (X3)	.453	.223	.603	-.218
Knowledge of Tari Topeng Cirebon that describes the human life cycle (X11)	.192	.074	.234	.837

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 8 iterations.

The first factor is named as Application and Tourism attraction, consist of variables (X2) Knowledge of the Existence of a Tour Guide Application (GWIDO) to enjoy cultural tourism, (X7) Knowledge of Sunyaragi Cave or Taman Sari Sunyaragi as historical sites that can be visited as tourist attractions, (X13) Knowledge of gamelan musical instruments as palace art, (X1) Knowledge of the existence of palace cultural tourism in Cirebon, (X12) Knowledge about learning the dance of the palace in the dance studio belonging to the palace as a form of cultural preservation.

The second factor is named as Historical buildings and Traditional ceremonies, consist of variables (X6) Knowledge of the Great Mosque of Cipta Rasa which is a historical building from the Cirebon Kingdom, (X9) Knowledge of the Grebeg Syawal tradition at the Sunan Gunung Jati cemetery in Cirebon, (X4) Knowledge of the architectural appeal of the palace which is the result of acculturation of Islamic – Hindu – Chinese culture, (X5) Knowledge of the existence of buildings in the palace that can be used as photo spots, (X10) Knowledge of Panjang Jimat ceremony procession as the culmination of the commemoration of the Birthday of the Prophet Muhammad, (X8) Knowledge of the Kasepuhan Palace Heritage Museum along with heirlooms and ancient objects as historical evidence.

The thrid factor is named as Traditional culinary, consist of variables (X14) Knowledge of Bogana Rice as specialties culinary of the palace, (X15) Knowledge of other palace specialties culinary such as Abing Kakap, Sambal Godog, Apem Safar Cake, (X3) Knowledge of various and interesting tourist attractions.

The fourth factor is named as Superior values, consist of variable (X11) Knowledge of Tari Topeng Cirebon that describes the human life cycle.

Conclusions

The results of the study concluded that there are 4 factors that conduct people's knowledge about the existence of palace cultural tourism. The government and managers of historical tourism and palaces can increase their existence and increase tourist visits by considering these four factors.

Factor 1: Applications & Tourist Attractions. The availability of Tour Guide Applications is the main input to support the publication of Historical Tourism and the Palace, the existence of the Sunyaragi Cave tourist attraction, the appearance of Gamelan musical instruments, the existence of the Palace, participation in learning to dance the palace dance helps Historical Tourism and the Palace in Cirebon is better known to the public.

Factor 2: Historic Buildings & Traditional Ceremonies. The variables in this factor are support Historical Tourism and Keraton activities, tourists can learn about the history of the Great Mosque of Cipta Rasa, the Grebeg Syawal tradition, architectural attractions, the Long Amulet ceremony, and the Kasepuhan Palace Heritage Museum, artistic palace buildings that can be used as photo spots/

Factor 3: Traditional Culinary. Tourists will be happy if they can enjoy traditional specialities food of the palace such as Bogana Rice, Abing Kakap, Sambal Godog, and Apem Safar Cake. the quality and taste must be able to compete with contemporary culinary.

Factor 4: Superior Value. Besides traveling and studying history, an explanation of the noble values contained in the palace dances such as Tari Topeng Cirebon that describes the human life cycle is needed, so that it can be an inspiration for visitors.

References

Dunteman, G. H. (1989). Principal Components Analysis. In Series : Quantitative Applications in the Social Sciences. Sage Publication.

Fandeli, C. (2001). Dasar-dasar Manajemen Kepariwisataan Alam (first edit). Liberty Offset.

Haliim, W. (2018). Harmony and tolerance as a tengger identity: reflections for Indonesian identity and unity degradation. International Journal of Social Sciences, 1(June 2013), 1–8. https://doi.org/10.31295/ss.v1n1.1

Helena Agustina, I., Mutia Ekasari, A., Fardani, I., & Hindersah, H. (2019). Cirebon Palaces in the Digital Era. Journal Sampurasun : Interdisciplinary Studies for Cultural Heritage. https://doi.org/10.23969/sampurasun.v5i2.1737

Ilmaniati, A., & Putro, B. E. (2019). Analisis Komponen Utama Faktor-Faktor Pendahulu (Antecendents) Berbagi Pengetahuan Pada Usaha Mikro, Kecil, Dan Menengah (UMKM) di Indonesia. Jurnal Teknologi, 11(1), 67–78. file:///C:/Users/USER/Downloads/2652-9232-1-PB.pdf

Pratminingsih, S., Rudatin, C. L., & Rimenta, T. (2014). Roles of Motivation and Destination Image in Predicting Tourist Revisit Intention: A Case of Bandung-Indonesia. International Journal of Innovation, Management and Technology, 5, 19–24.

Sinulingga, R. O., Sinulingga, N. N., & Nurhikmah, F. (2020). Globalization and Its Improvement For The Life Of Indonesian Nation. International Conference Communication and Sosial Sciences (ICCOMSOS), 1(1), 47–55.

Wani, H. (2011). Impact of Globalization on World Culture. 2, 33–39.