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COMMUNITY-BASED CULTURAL TOURISM POTENTIAL IN KARANGTURI TOURISM VILLAGE, LASEM DISTRICT, REMBANG REGENCY

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Abstract

Karangturi Tourism, Lasem District, Rembang Regency, which is famous for its acculturation of Javanese and Chinese cultures, as well as the heritage of Lasem batik which is a symbol of local cultural identity. Lasem, known as "Little China" in Central Java, has rich historical and cultural values, where Lasem batik, with its distinctive motifs and colors, is the main tourist attraction. Although Karangturi Village has basic infrastructure such as hotels, hostels, and food stalls, the management of community-based tourism (CBT) is still not optimal. Limitations in local tourism management, promotion, and cultural preservation are challenges in developing this village as a culture-based tourism destination. This study aims to explore the potential of community-based cultural tourism in Karangturi Village and strategies that can increase active community participation in tourism management, with a focus on the integration of Lasem batik in the development of community-based tourism. This research will be conducted in Karangturi Village by involving various stakeholders, such as local communities, batik craftsmen, tourism business managers, and local government. Data were collected through Focus Group Discussions (FGD), semi-structured interviews, and field observations. The data obtained will be analyzed using thematic analysis, SWOT matrix. The results of the study show that Karangturi Lasem Tourism Village has a very strong cultural identity, especially in history, typical Chinese architecture, and unique Lasem batik. The existence of supporting facilities also provides added value for tourist comfort. However, challenges such as less than optimal transportation access and less than optimal promotion are obstacles that need to be overcome. Opportunities from the growing trend of cultural tourism and government support can be utilized with more aggressive and innovative marketing strategies. The contribution of this research is to make improvements in several sectors that are still less than optimal.

Keywords: Lasem Batik, Community Based Tourism, Sustainable Development Goals, Cultural Tourism

1. INTRODUCTION

Karangturi Tourism Village in Lasem District, Rembang Regency, is an area rich in cultural and historical values that reflect the acculturation between Javanese and Chinese cultures. Lasem, known as "Little China" in Central Java, has a long history marked by the blending of these two great cultures (Hadi S, 2020). One of the most

prominent cultural heritages is Lasem batik, which features distinctive motifs with bright colors, symbolizing local cultural pride and identity (Pramana, 2024). This uniqueness not only attracts domestic and international tourists but also holds great potential to be developed as a key strength in culture-based tourism.

However, despite Karangturi Village having infrastructure such as one hotel, three hostels, and 31 food stalls (BPS, 2024), community-based tourism management has not yet been fully optimized. Karangturi Village itself is part of the Chinatown area in Lasem District. Limitations in tourism management involving local communities, promotional strategies, and cultural preservation remain major challenges in enhancing the cultural tourism potential of this village.

Community-Based Tourism (CBT) offers a more inclusive approach, where local communities actively participate in planning, managing, and benefiting from tourism activities (Sudarwani, 2019). This approach is crucial as it not only focuses on increasing tourist visits but also prioritizes environmental, social, and cultural sustainability, in line with the principles of sustainable tourism (Yanes et al., 2019). Tourism development in Indonesia has great potential due to its diverse natural landscapes, cultural heritage, historical sites, and artificial attractions (Imam Ardiansyah, 2022).

Five key aspects of tourism development have been observed: transportation, accommodation, food and beverage facilities, tourist attractions, and souvenirs, all of which contribute to the growth of the tourism sector (L. Dewi & Ika Suryono, 2019). The influence of tourist attractions on visitors' interest is undeniable (Rendy, 2023). It is essential to ensure that local communities are not merely objects of tourism but active subjects in its management (Sutresna IBm, 2019). Through active participation, communities can gain direct economic benefits, enhance managerial skills, and preserve and strengthen their cultural identity (Li J, 2020).

This concept aligns with the Sustainable Development Goals (SDGs), particularly Goal 8 on decent work and economic growth, Goal 11 on sustainable cities and communities, and Goal 12 on responsible consumption and production. By integrating community-based tourism, Karangturi can develop a tourism model that not only boosts economic well-being but also ensures environmental sustainability and engages the community in preserving local culture (Hutnaleontina, 2022).

The tourism destination's attractions, amenities, accessibility, and ancillary services can be further developed by leveraging its potential, uniqueness, and cultural heritage (Feronika B, 2023). Cultural heritage represents what people experience today and what is passed down to future generations, making it valuable and worthy of protection and preservation (Roozana, 2019).

This study aims to identify the potential of community-based cultural tourism in Karangturi and the strategies that can be implemented to enhance active community participation in tourism management. Improving human resources and optimizing village promotion as a tourist destination are crucial aspects that need to be strengthened (Supina, 2020). This study is relevant as it involves a sustainable tourism approach that integrates economic, social, and cultural benefits. The research will explore how Lasem batik, as a valuable symbol of cultural acculturation, can be integrated into community-based tourism management, as well as the role of other cultural elements in attracting tourists and supporting tourism sustainability.

The feasibility study in this research covers three main aspects: economic, social, and cultural. From an economic perspective, community-based tourism is expected to create new job opportunities, increase local community income, and strengthen the

village's economic structure. Socially, community involvement in tourism management can enhance a sense of ownership, participation, and pride in local culture. Culturally, this approach supports the preservation and revitalization of traditions, making heritage such as Lasem batik an authentic and sustainable attraction for tourists.

With this comprehensive approach, the study is expected to produce strategic recommendations that assist local governments, communities, and tourism stakeholders in developing Karangturi Tourism Village as a leading and sustainable cultural tourism destination, in line with the principles of sustainable development goals. In tourism development, every tourism-related activity inevitably has both positive and negative impacts (Sofiani & Vivian, 2021).

2. LITERATURE REVIEW

Tourism, as one of the dynamic economic sectors, plays a crucial role in regional development (Tanjung, 2024). However, unsustainable tourism development often leads to negative impacts on the environment and local communities. In response to these challenges, the concept of community-based tourism has emerged as a more inclusive and sustainable alternative (Baloch, 2023).

Community-based tourism places local communities as the main actors in the planning, management, and utilization of tourism potential (Kurnoadomata, 2024). The core principles of community-based tourism include active community participation, fair benefit distribution, environmental and cultural preservation, and capacity building (Afenyo, 2022). This tourism model can have a significant positive impact on community welfare, environmental conservation, and cultural identity strengthening.

Cultural tourism, which relies on a region's cultural richness as its main attraction, has great potential to boost local economic growth (Stastna M, 2020). In Karangturi Village, this potential is clearly reflected in the heritage of Lasem batik, which is the result of Javanese and Chinese cultural acculturation. Lasem batik is renowned for its unique motifs and distinctive dyeing techniques, as well as its historical significance, which reflects the harmonious interaction between two major cultures (Lukman, 2022).

Cultural tourism can make a significant economic contribution by increasing community income, creating job opportunities, and developing small and medium enterprises (Chima M, 2023). This demonstrates that cultural tourism is not only a tool for strengthening local identity but also a means to support economic sustainability (Kumar, 2017).

Additionally, community-based tourism aligns with the United Nations' Sustainable Development Goals (SDGs) (Pasanchay K, 2021). Through active community participation, sustainable tourism product development, and fair benefit distribution, community-based tourism contributes to achieving various SDGs, such as poverty reduction, decent work and economic growth, and sustainable cities and communities.

Tourism can be a driving force in achieving SDGs, especially in developing countries. Community-based tourism, with its approach emphasizing local community involvement, can support cultural preservation, improve quality of life, and promote sustainable development in rural areas (Abreu LA, 2024).

2.1 Challenges in Community-Based Tourism Development

However, the development of community-based tourism is not without challenges. These challenges include limited community capacity, weak stakeholder

coordination, and restricted access to resources and training (Reindrawati, 2023). To overcome these challenges, a comprehensive strategy is needed, involving various stakeholders and tailored to local conditions (de Carvalho, 2024).

In the context of Karangturi Village, Lasem batik plays a central role in supporting culture-based tourism. As a symbol of acculturation and cultural heritage that has survived for centuries, Lasem batik not only has artistic value, but also symbolic value, which attracts the interest of domestic and foreign tourists (Lukman, 2022). The sustainability of tourism in Karangturi is highly dependent on the active involvement of the batik artisan community in developing tourism products and effective promotional activities. This community participation strengthens the ties between tourism and the local economy, creates business opportunities, and encourages cultural preservation (Riyanto, 2023).

The development of community-based tourism requires strong collaboration between various parties, including local governments, local communities, business actors, and civil society organizations (Rocca LHD, 2022). An effective collaboration model can increase the success of tourism development and strengthen the economic resilience of local communities. The government has an important role in providing adequate infrastructure, supportive policies, and facilitating training and promotion. Local communities must be involved in every stage of planning and implementation, so that the results obtained can be sustainable and felt directly by the community.

Research on community-based tourism continues to grow, but there is still a gap in the study of the implementation of this approach in Indonesian tourist villages. Therefore, this study aims to fill this gap by analyzing the potential of community-based cultural tourism in Karangturi Tourism Village. This study also seeks to identify factors that influence the success of tourism development in the village, as well as explore the role of local communities and stakeholders in realizing sustainable tourism. With the potential of Lasem batik, community support, and synergy between various stakeholders, Karangturi Village has bright prospects to become a sustainable tourism destination that is able to compete nationally and internationally.

3. RESEARCH METHODS

This research is an exploratory qualitative study with a case study approach, aiming to explore and analyze the potential of community-based cultural tourism in Karangturi Tourism Village, Lasem District, Rembang Regency. This approach was chosen because the study seeks to gain an in-depth understanding of the dynamics and conditions in the field, as well as to explore the perspectives of various stakeholders related to the development of community-based tourism (Stastna M et al., 2020). The steps to be taken in this research are as follows:

a. Research Approach and Design

This study employs an exploratory qualitative approach with a case study design. This design allows researchers to gain a deep understanding (Creswell JW, 2018) of the potential and challenges of community-based cultural tourism in Karangturi Tourism Village through a broader perspective, involving various parties engaged in the management and development of local tourism.

b. Research Location

This study is conducted in Karangturi Tourism Village, Lasem District, Rembang Regency, which is known as a cultural tourism area with great potential for community-based tourism development. The village has a rich cultural heritage, such

as Lasem batik, which is a product of Javanese and Chinese cultural acculturation. This research will focus on mapping the potential and challenges in developing community-based tourism that involves local communities and relevant stakeholders.

c. Research Subjects

The research subjects consist of various stakeholders involved in cultural tourism activities in Karangturi Village, including:

- Local communities engaged in tourism activities and cultural product management.
- Batik artisans, who represent one of the cultural icons of Karangturi Village.
- Tourism business operators, such as accommodation providers, food stalls, and other local enterprises.
- Local government officials responsible for tourism development and policy support.
- Non-governmental organizations (NGOs), such as Pokdarwis, which support community-based tourism development.

d. Data Collection Methods

The data collected in this study consists of primary and secondary data:

- Primary Data is obtained through:
 - Focus Group Discussion (FGD) with stakeholders involved in the development of cultural tourism in Karangturi Village. The FGD aims to explore stakeholders' perceptions, opinions, and experiences regarding the potential and challenges of community-based cultural tourism.
 - Semi-Structured Interviews with batik artisans, tourism business operators, and other relevant parties to gain deeper insights into their practices and experiences in managing cultural tourism (Knott E, 2022).
 - Field Observations to directly observe tourism activities and interactions between local communities and tourists in Karangturi Village (Jamshed S, 2014).
- Secondary Data is obtained through literature reviews, including scientific articles, statistical reports, and relevant documents that provide additional information on the social and cultural context of Karangturi Village, as well as tourism developments in the area.

e. Data Analysis

Data obtained from FGDs, interviews, and observations will be analyzed using thematic analysis (Creswell, 2018). This analysis will identify key themes related to the potential and challenges of community-based cultural tourism emerging from field data. Furthermore, data from FGDs and interviews will be structured into a SWOT matrix (Strengths, Weaknesses, Opportunities, Threats) to analyze the strengths, weaknesses, opportunities, and threats in the development of community-based cultural tourism in Karangturi Village.

4. FINDINGS AND DISCUSSION

The research was conducted in Karangturi Lasem Tourism Village by interviewing various sources, including batik artisans, tourism business operators, and other relevant stakeholders, to gain deeper insights into their practices and experiences in managing cultural tourism. Karangturi Tourism Village in Karangturi Lasem was ranked among the Top 300 in the Anugerah Desa Wisata Indonesia (Indonesian Tourism Village

Award) in 2023. The interview results were then analyzed using SWOT analysis, yielding the following findings:

Table 1. SWOT

Strength	Weakness
Historical Tour of Rumah Merah Heritage, Nyah Lasem Museum, Lawang Ombo, Karangturi Chinatown Area Culinary Tour of Rumah Oei Lasem Natural Tour of Beaches and Mountains Good and Friendly Residents	Star-rated hotel accommodation is not yet available The weather is quite hot Minimal access to digital information Minimal maintenance results in damage to facilities
Opportunities	Threat
Very strong cultural tourism potential Received various Tourism Village awards Local Economic Opportunities Strength of religious tolerance	Risk of over-commercialization Threat of Social Change Infrastructure Damage

Source: Researcher (2025)

a. Strengths

Karangturi Lasem Village has various very impressive tourism potentials, one of which is historical and cultural tourism, namely Rumah Merah Heritage, Nyah Lasem Museum, Lawang Ombo, Karangturi Chinatown Area. In addition, there is also religious tourism in the Karangturi Lasem area, Cu An Kiong Temple, a place of Chinese worship and the Jami' Lasem Mosque for Muslim worship. Then for the most popular tourism is the Karangturi Batik Village where this batik village not only sells batik but also provides an experience to participate in batik making for tourists. Then there is also natural tourism in the form of Caruban Beach, Karang Jahe Beach, Jatisari Beach and Argopuro Peak. Then there is also culinary tourism at Rumah Oei Lasem which serves typical Lasem foods such as lontong tuyuhan, soto kemiri, and market snacks. For amenities/facilities in Karangturi Lasem village, there are still relatively few, there are only a few homestays and guesthouses, namely Tiny Tiongkok Heritage Lasem, Baiti Homestay Lasem, and Homestay Yumna, there are no starred hotels that help with accommodation in Karangturi Lasem.

The next component is accessibility, this component must of course be available in a tourist destination because it can make it easier for tourists to access a destination. Basically, Karangturi Lasem village has various easy access and supporting transportation, we can use trains, buses and also private vehicles to go to Lasem with the Trans Java Toll Road facilitating accessibility for tourists from outside the city to go to the Karangturi Lasem area.

For the last component, namely institutions (Ancillary). For institutions in the Karangturi Lasem tourist village, namely the Pokdarwis community organization in this case the Pokdarwis in the Karangturi Lasem tourist village has played an optimal role with various tourism activities and supports that are already available in the village. Based on table 1, the potential of the Karangturi Lasem tourist village has several strengths. Karangturi Lasem is rich in history, making the village highly distinctive and unique. It has a rich cultural heritage, including traditional Chinese architecture and maritime trade history, making Karangturi Lasem more unique compared to other villages. The natural beauty remains pristine, making it ideal for historical tourism and ecotourism. The friendly local community possesses exceptional skills in Karangturi Lasem batik craftsmanship, which features distinctive

motifs and colors influenced by Chinese culture, setting it apart from other batik styles. Strategic location along Java's northern coastal route, making it easily accessible for tourists. Karangturi Tourism Village is supported by various facilities, including parking areas, cafeterias, jungle trekking paths, souvenir kiosks, culinary spots, prayer rooms, outbound activities, and more.

b. Weaknesses

Tourism infrastructure still needs improvement, such as road access and accommodation facilities. The road access to Karangturi Lasem is quite challenging, as there is no direct train service, requiring tourists to use multiple transportation methods, such as buses, to reach Karangturi Lasem. Tourism promotion is not yet optimal, so Karangturi Lasem is not widely recognized. Although Lasem hosts several festival events, they have not yet become a strong factor in attracting tourists. Lack of trained human resources in community-based tourism management. While Karangturi Lasem has high-quality human resources in arts and culture, hospitality skills, which are crucial in the tourism industry, still need improvement. Challenges in preserving the environment and cultural heritage amid rapid modernization. This is one of the most concerning issues, as Lasem's strong cultural identity must be continuously maximized to prevent it from being eroded by modernization, which is rapidly evolving.

c. Opportunities

The growing trend of cultural and historical tourism attracts domestic and foreign tourists to the Karangturi Lasem tourist village. The strong cultural and historical identity of Karangturi Lasem provides added value for tourists. The Karangturi Lasem tourist village has received several tourist village awards from the Indonesian government. This can also be an attraction for tourists. With the increasing interest in tourist visits, it will certainly be able to improve the local economy.

d. Threats

The risk of damage to facilities due to the increasing number of tourists without good management can be a threat to the Karangturi Lasem tourist village, damage will affect the interest of tourists due to deficiencies in terms of facilities and facilities that are not maintained. In addition, the high number of visits from various tourists, both local and foreign, will change the behavior patterns of local people, of course this will also affect people in their attitudes and social interactions.

5. CONCLUSION

Karangturi Lasem Tourism Village in Karangturi Lasem has a strong cultural identity, particularly in its history, distinctive Chinese architecture, and unique Karangturi Lasem batik. The presence of supporting facilities also adds value to tourist comfort. However, challenges such as suboptimal transportation access and limited tourism promotion remain obstacles that need to be addressed. The growing trend of cultural tourism and government support present opportunities that can be leveraged through more aggressive and innovative marketing strategies. Proposed Strategies for Tourism Development in Karangturi Lasem Coordinating with Transportation Providers Establish direct routes or shuttle services from the nearest major cities to Lasem to improve accessibility for tourists. Strengthening Digital Marketing Strategies Create engaging visual content (photos, videos, and short documentaries) showcasing Karangturi Lasem history and culture on social media platforms. Developing Educational Tourism Packages Enhance educational tourism programs, such as batik-making workshops, historical tours,

and direct interactions with batik artisans. Offer thematic tourism packages, such as "A Day as a Karangturi Lasem Local," allowing tourists to experience authentic local life. sImproving Human Resources in the Tourism Industry Conduct specialized training for local communities in hospitality to ensure higher-quality tourism services.

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