

THE IMPACT OF RENOVATING THE OLD BANTEN AREA AS A TOURISM DESTINATION

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ABSTRACT

Impact of Renovation of Banten Lama Area as a Tourist Attraction Destination. Renovation is the repair of partially damaged buildings with the aim of using them according to certain functions, which can remain or change both architecture, structure and utilities. The purpose of this study is to determine the impact of renovation of Banten Lama area and as a tourist attraction destination. The research method used is qualitative research method. That is research conducted naturally in accordance with conditions in the field without technical planning, and the type of data collected is descriptive data. Data collection techniques were carried out by face-to-face interviews with visitors and traders in the Banten Lama area, in structured interviews where researchers sequentially formulated questions and recorded the answers of the speakers. The results of this study show that with the improvement of infrastructure and accessibility, visitors can more easily enjoy and explore the area, this can increase the number of visits and duration of stay of tourists, and this renovation can revive historical sites, and increase people's interest in learning about the history and culture of the area. This can attract tourists who are interested in cultural heritage.

Keywords: Impact, Attraction, Renovation, Tourists.

INTRODUCTION

Banten Lama, a historical city located in Banten Province, Indonesia, is a destination rich in historical and cultural heritage. Since centuries ago, the city has been the center of Islamic civilization in the archipelago, with historical traces stretching from the era of the Banten Kingdom to the Dutch colonial period. Banten Province is a city that has many recreational places to visit, both natural recreation and religious recreation. The number of historical relics of the former ruins of the Banten Sultanate

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Kingdom. One of them is the Banten Lama cultural heritage area, one of which is the longestablished Banten Lama cultural heritage area in Banten Province.

Banten Lama area is located in a village called Keroja, Kasunyatan Village, Kesemen District, Serang City. The Bantren Lama area is part of the historical story contained in the story of the formation of the Banten Lama area. This area is a remnant of the glory of the Banten Sultanate kingdom since 1500. The growth and development of Banten was greatly affected by the Banten Lama area because at that time the Banten Lama area became the center of urban growth and the economy. This renovation makes the Banten Lama area the center of socio-cultural interests in Banten Province to be used as a religious tourism site.

The existence of the Banten Lama area is not preserved, and the development of the Banten Lama area is increasingly faded which makes the object of the Banten Lama area deteriorate, resulting in the Banten Lama area experiencing a lot of decline in the physical quality and function of the area. Banten Lama area is occupied by traders who are not organized around the area. In addition, there are inconsistencies in the function of activities in cultural heritage buildings in the Banten Lama area, such as the Surosowan Palace and Spellwijk Fort which are used as soccer fields.

Banten lama area is physically damaged as seen from the damaged road conditions and the lack of clean water and waste. The role of government in the renovation of the Banten area is very instrumental, this is the Banten Provincial Tourism Office supported by the Banten Provincial Public Works and Spatial Planning Office in the form of a plan to form a *Master Plan for the Revitalization of the Banten Lama area* which began in 2014 to renovate and organize the Banten Lama area.

The Banten Lama area renovation program is a strategic program of the Banten Provincial Government which certainly aims to improve the revitalization of religious areas to maintain the historical value that exists in the Banten Lama area, the renovation changed starting from the Banten Great Mosque, the Surosowan Palace area, the Kaibon Palace area, which made the Banten Lama Cultural Heritage area experience improvements that attracted tourists, but the renovation of the Banten Lama area also experienced positive and negative impacts for tourists.

PREVIOUS RESEARCH

In the study of the Banten Lama area renovation program, this research has been previously researched by (Hizmiakanza & Rahmawati, 2019) this research is given the research title "Banten Lama Area Revitalization Strategy" which in the contents of the study states that the Banten Lama area is ranked in Quadratic 4 is a *defense strategy*, this position is a sign that the Banten Lama area faces weak conditions and this is a big challenge, making the Banten Lama area face many internal threats and weaknesses.

The renovation of the Banten Lama area raises several issues or problems experienced by tourist visitors and traders around the Banten Lama area, the first is that

with the renovation of the Banten Lama area, visitors regret that the government is not preserving the cultural heritage of the Banten Lama area, and traders experience the impact because the door in the Banten Lama area is not in one place, finally tourists do not get off in one place which results in traders experiencing a shortage of buyers. In another point of view, the renovation of the Banten Lama area has a positive impact because it increases tourist attraction.

RESEARCH OBJECTIVES

This study aims to determine the impact of the renovation of the Banten Lama area on tourists and traders in the Banten Lama area.

RESEARCH BENEFITS

The benefits of conducting this research are to find out what are the impacts of the renovation in the Banten Lama area for tourists and traders and add insight to the readers about Banten.

OVERVIEW

According to the Big Indonesian Dictionary (KBBI), renovation means renewing, rejuvenating, repairing (buildings, etc.). Nadia (Risnawati, 201) Renovation, i.e. the repair of unfit buildings with the aim of using them in accordance with certain functions, which can remain or change both architecture, structure and utilities.

According to Soekanto, social impact, 2006: 37 social impact is the impact or result of social phenomena that cause positive or negative changes in the social environment and social conditions. According to Soemarwoto (1997) (Ed. Hapip Rahmat Hidayat, 2022), the result of an activity undergoes several changes, whether natural, chemical, physical, biological or human. Effects can be biophysical, socioeconomic, and cultural. Effects can be negative and positive.

Based on the Law of the Republic of Indonesia No.10 of 2009 states that Tourism Attraction is everything that has characteristics, beauty and value in the form of diversity of natural, cultural and human-made wealth which is the destination or visit of tourists. According to Nyoman (1994), Tourism Attraction is everything that is interesting and has a lot of value to be seen and visited. Meanwhile, according to Yoeti (2002), *tourism attraction* is everything that attracts most people to visit certain regional tourist attractions.

RESEARCH METHODS

This research was conducted in Banten Lama tourism, which is located in the Keroya Village area, Kesunatan Village, Kasemen District, Serang City. The research method used is descriptive qualitative research method. According to Arifin Agustinova (2015; 10), qualitative research is a research process that is carried out naturally in

accordance with the circumstances in the field without technical planning, and the type of data collected is descriptive data. Data collection techniques used by way of interviews, observations, and direct surveys of visitors and traders in the old Banten area, in structured interviews where researchers sequentially formulate questions and record the interviewers' answers.

RESULTS AND DISCUSSION

Visitors to the Banten Lama area reach 5 million people per year and the attraction of the Banten Lama area that is often visited by tourists is the Great Mosque. Because in the place of the Great Mosque there are several burial places of the Sultans which are used as a place of pilgrimage. The impact of the renovation of the Banten Lama area includes

- a. The orderliness of the Banten Lama area in terms of pilgrimage, the Great Mosque courtyard, Surosowan Park, parking lots, and accessibility.
- b. The renovation of the Banten Lama area has organized some traders.
- c. The Banten Lama area also has a security post so that visitors feel safer and more comfortable.
- d. Public toilets in the Banten Lama area are located in various corners of the courtyard and cleanliness is also maintained neatly.
- e. The Banten Lama area also has seating available for visitors to rest.
- f. There are also many trash bins in various areas so that visitors always maintain the cleanliness of the Banten Lama area.
- g. There is plenty of lighting and information boards in the Banten Lama area so visitors always feel safe.

Impacts can be social, economic and cultural. Impacts can also be negative and positive, sometimes interpreted as negative implications.

Social Impact

Social Impact is the impact that occurs in the general public after an intentional or unintentional change. We asked several questions related to the impact of the renovation of the Banten Lama area in Serang City. The following results from interviews conducted by researchers to Banten Lama tourists show the results as can be seen in the Table 1, below:

Table 1
Impact of Renovation of Banten Lama Area

No.	Positive Impact	Negaiv Impact
1	The positive impact of the renovation of the old Banten	The negative impact of this renovation is that tourists make

	building is that it can attract the attention of many tourists, especially from outside Banten.	Banten lama a tourist spot instead of a place of pilgrimage.
2	Of course, with the new face of the Banten Lama area, it is more clean and beautiful than before the renovation and it can also reflect the face of Banten to tourists that Banten has a high welfare value, of course, making tourists feel admiration for Banten Lama.	There are definitely negative impacts that are difficult to maintain rather than build as well as traders who were initially scattered when their land was used they would protest because their livelihoods would be lost.
3	Surge in the number of visitors the environment becomes clean and beautiful pilgrims become orderly and organized.	Banten lama is not just considered a place of pilgrimage but is misused by young people as a place for dating around the Banten Lama area

Source: Direct interview, Serang November 28, 2023

Based on Table 1 above, it can be concluded that the renovation of the Banten Lama area has a negative and positive impact on tourist visitors. Based on observations, visitors feel comfortable with the facilities that have been provided, tourist visitors are also amazed by the changes in Banten Lama, and visitors are more increased than the previous year because the Banten Lama area is kept clean. In addition, visitors also felt the negative impact of the renovation of the Banten Lama area including young people abusing the place so that the historical value in the Banten Lama area began to erode.

Economic Impact

The economic impact occurred to the traders in the area around Banten Lama, as we researchers interacted directly with the traders by interviewing by asking several questions related to the impact of Banten Lama renovation in Serang City. The following results of the interview can be seen from the **Table 2** below:

Table 2. Impact on traders

No.	Positive Impact	Negaiv Impact
1	Safe, good facilities and more visitors	Lack of sales stalls
2	More visitors, sales stalls available	More visitors, sales stalls available

3	More and more visitors	Uneven selling locations and lack of purchasing power of tourists
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Source: Direct interview, November 28, 2023

Based on **Table 2** above, it can be concluded that the renovation of the Banten Lama area has a positive and negative impact on traders, based on observations made, the positive impact for traders includes the increase in visitors can increase income for traders in the area around Banten Lama, on the other hand there are also negative impacts experienced by traders in the area including sales stalls not all evenly distributed there are some that they think are not well organized.

Cultural Impact

Over time, the changes in cultural conditions experienced in Banten Lama are characterized by the fact that young people often abuse Banten Lama facilities such as being used as a hangout and dating place even though the place is a religious place.

Figure 1. Banten Great Mosque Before Renovation



It can be seen in **Figure 1** that the shape of the Banten Great Mosque before undergoing renovation, still with the initial building has not changed.

Figure 2. Banten Great Mosque After Renovation



Can be seen in **Figure 2**, the shape of the Great Mosque of Banten after undergoing renovation. In both pictures there are many differences including the tower at the Great Mosque of Banten after renovation.

CONCLUSION

Based on the results of researchers' interviews with visitors and traders in the Banten Lama area about the Impact of Renovation of the Banten Lama area as a Tourist Attraction Destination. It can be concluded that this renovation according to visitors has positive and negative impacts, the positive impact of the renovation of the Banten Lama area can attract the attention of many tourists so that the increase in visitors both from Banten and outside Banten, of course with the renovation of the Banten Lama area it becomes comfortable, clean, and organized. While the negative impact according to visitors is that sometimes the Banten Lama area is misused by young people as a place to hang out or dating. On the other hand, this renovation also has positive and negative impacts on traders, the negative impact of renovation for traders is the number of access entrances to this area, so that visitors become scattered but this makes traders quiet and experience losses. According to traders, the positive impact of the renovation of this area also makes traders safer and more organized.

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