MEDIA PROMOTION OF RELIGIOUS TOURISM TOMB SYEKH MANSYURUDDIN CIKADUEN

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ABSTRACT

Tourism is an industry where if worked on optimally, will provide benefits both for the local government or the people who live around the tourism place and religious tourism in Banten Province, one of which is the Tomb of Sheikh Manshuruddin. The number of visitors to Sheikh Mansyuruddin's Tomb still tends to be slight compared to visitors to Eat in Banten Lama. This is due to the lack of promotional efforts, so that there are still many local people themselves who do not know the existence of Sykeh Mansyuruddin Tomb. From that, it is necessary to develop promotional media that can provide the right and exciting information to the audience to attract the public's interest to visit Sheikh Mansyuruddin's Meal and will have a positive impact on improving the economy of the surrounding community. The promotional media carried out by the community service team is to create a Website and also plang "welcome" board measuring 2m x 1m which is placed on the side road right with the entrance to the Tomb of Sheikh Mansyuruddin.
Keywords: *Promotional Media;Religious Tourism;*

INTRODUCTION

Indonesia is a country rich in several aspects such as ethnicity, language, culture and religion. Thishas a positive impact on tourism through foreignexchange donations. The potentials in the field of tourism will impact increasing economic economy in the people who live around thetourism site. Tourism is expected to spur regional economic growth, help empower the community economy and increase jobs for its people through the most ample business opportunities.

Thetourism par sector is an industry where if worked to the maximum it will provide tremendous benefits. The tourism sector can increase people's sense of pride in the culture owned by each region, encouraging development in the area also has the potential to reduce poverty and unemployment through job creation and business opportunities.

According to Law No. 10 of 2009 concerning Tourism in Space, it is explained that Tourism is a variety of tourist activities and supported by various facilities and services provided by the community, entrepreneurs, government, and local government.

Dewi Noviyanti (2018) stated that there are variouskinds of tourism can be developed in various regions, including culinary tourism, natural tourism, cultural tourism, and religious / religious tourism. According to Pendit in Sukayat (2016), pilgrim tourism is more or less associated with religion, history, customs, and beliefs of people or groups in the community. Individuals or groups widely do pilgrim tours to holy places, to the tombs of great people or glorified leaders. Religious tourism can be interpreted as a tourist sktor that aims to fulfill all human needs from its

spiritual point of view and as a means to strengthen faith and piety and visit places, buildings, tombs that have religious and historic values. Examples of religious tourism are Hajj to Mecca, Umrah, pilgrimage to the tombs of famous scholars, wali songo pilgrimages and others.

According to Chotib 2015 in Nur Vindari, et al stated that religious tourism is a tour related to religious activities, where in this religious tourism is used to spread da'wah and defense about Islam to the broader community in general in the form of tourist activities, on religious tourism people can do holidays and can learn about the history of religious attractions visited. Religious tourism is limited to pilgrimages to the tombs of Islamic figures and can include every religious place such as visiting mosques, assemblies, and boarding schools related to history, activities / programs from religious attractions that include religious activities.

Banten is one of the provinces in which there are many religious tourist attractions, especially the tombs of kings and scholars who have been a location that has been visited by many local and other pilgrims in Indonesia. One of the pilgrimage sites in banten province is sheikh Mansyuruddin Tomb located in Cikadueun Village, Cipeucang Subdistrict, Pandeglang Regency. Quoted from www.pemerintahan.bantenprov.go.id   it is said that the number of visitors to Cikaduen religious attraction reaches 600,000 per year, and this is less than the visitors kw Banten Lama reached 1,000-2,000 oang per day and on holidays reached 3,000-4,000 people per day.

At least visitors who make pilgrimages to the Tomb of Sheikh Mansyuruddin in Cikaduen compared to visitors who make pilgrimages to Banten Lama, is the lack of promotional efforts and the absence of plang at the entrance to the tomb. After random observation to some people who passed the road to the tomb, it turns out that there are still many who do not know the existence of the tomb of Sheikh Mansyuruddin Cikaduen. Efforts to promote the place of pilgrimage of sheikh Mansyuruddin's tomb   that has been done is the promotion of word of mouth (mouth to mouth).

Based on the above, it is necessary to acknowledge efforts todevelop religious tourism promotion in Banten Province, the other is sheikh Mansuruddin's Dining Pilgrimage Place. One of   the promotional actions that can be done is to create a promotional medium. Promotional media   is needed as an effort to communicate useful information about something   that   affects consumers, increase consumerinsights, attract consumer   interest, in addition, promotion is also done to increase the intensity of tourist visits, in   addition, with the presence of promisi media can also increase economic growth and can open the field. New work   for people who live around through MSMEs in the Cikadueun area

METHOD

The method used is a qualitative approach method,   which according to Bodgan and Taylor (Moleang,2006) qualitative research is a research procedure that produces qualitative data in the form of written and oral words from people and   behaviors   observed. The approaches in question   are   observation, interviews, documentation, existing studies and literature.

In the observation method, direct observations are carried out by noting the state and atmosphere of various religious sites in Cikaduen Village including the state of tourist attractions, available facilities and uniqueness that can be lifted, while in the interview method is done to dig up various information about

the history of sheikh Mansyuruddin's tomb and promotional media that have been used. to the Caretaker of the Tomb of Sheikh Mansyuruddin, The Elder of Cikadueun Village and the Village Chief of Cikaduen. In the literature method, various literatures are used related to thewebsite design process as a medium of religious tourism promotion such as previous research, books, journals,and articles obtained from the website. The last method used is the documentation method. This method collected various evidence in the form of photographs or pictures of religious attractions in Cikaduen Village and materials related to designing promotional media.

1. Stages of preparation

At this stage, the socialization of work programs by KKM Students to the village apparatus along with RT and Rw and some Cikaduen Village communities located in Aulan Cikaduen Village Office of Cipecang District of Pandeglang Regency. In the presentation of this work program, one of them was delivered by the Information System work program that is to create a website and also the creation of a billboard "welcome" as one of the promotional efforts that can be done to increase the visitors who come to make a pilgrimage to the Tomb of Sheikh Mansyuruddin Cikaduen to increase the income of MSME entrepreneurs, traders. souvenirs and accessories around the place of pilgrimage.

Figure 1 Socialization work program

2. Implementation Stages

The promotional media used to introduce the tomb of sheikh Mansyuruddin to the public was created a website and plang board.

a. Website

Website creation uses sublime text software and uses boostrap website design version 4.5. According to Sibarani (2013), Sublime Text is an editor application for code and text that can run on various operating system platforms using Phytin API technology. The Vim application inspires the creation of this application, this application is very flexible and powerful. The functionality of this application can be developed using sublime-packages. Sublime Text is not an open source application and also an application that can be used and obtained for free. The advantage of this application is that settings can be done by opening files, sublime, settings and mngedit contents, and can replace color schemes and themes.

Here are the stages in creating a website using sublime text:

1. Open the application "SUBLIME TEXT" on a laptop and computer or search for the application on the desktop.

2. When opening the sublime text application, create a new file or folder to store the data to be created.
3. Create a website by typing coding or syintax
4. When you're done, open the website open with google or browser on the laptop or computer.

b. Plang board

The creation of this "Welcome" plang board is based on the consideration that the absence of plang can indicate the direction to the tomb of sheikh Mansyuruddin because the location is far from the highway. This plang board is used to strengthen other promotional media. In this case, the plang board is placed right near the highway signboard. This plang board is designed horizontally or landscape size 2m x 1 m with the inscription "Welcome to the Tomb of Sheikh Mansyuruddin"

RESULTS

Website

In this activity, the results obtained are the results of website design with external in the form of website products, and the results of product implementation are designed in the form of websites that have been hostedand can be accessed by the public.

a. The results of the Cikadueun Village website design can be seen at url: https://desacikadueun12.000webhostapp.com/ as in the image below:
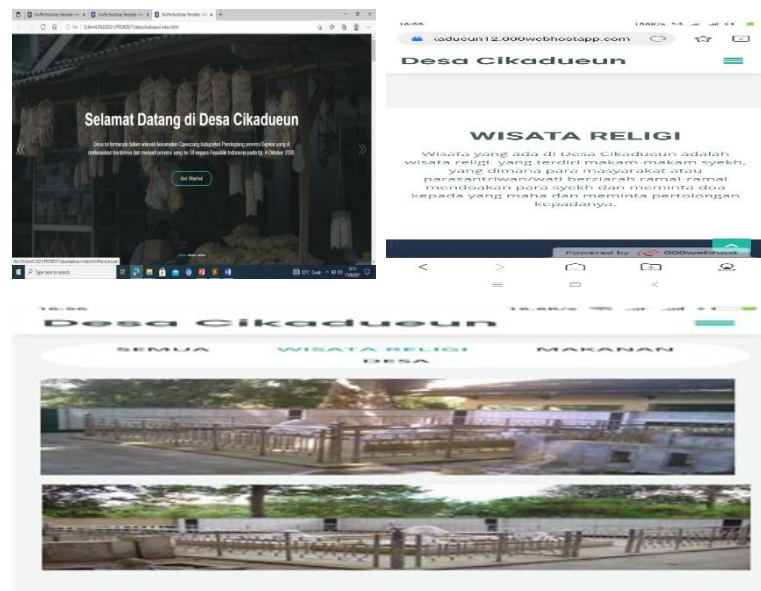

Figure 2 Website view

b. User training

Websites that have been socialized and accessed by the public, require maintenance,so that the information displayed can continuously be updated. For this reason, a license is required for users who act as administrators and who are responsible for web maintenance. This training is held at the end of community service activities. This training was attended by the Village Chief, the Village Secretary, the village staff, and all the heads of RT and RW.

Figure 3 Training Website

Plang board

The "Welcome" board plang measuring 2m x 1m is designed using predominantly green and gold-colored writing. Media promotion plan board is placed on pinggri road close to the highway board. The installation was chosen according to the results of discussions between the village head, the elders of Cikadueun Village and the caretaker of sheikh Mansyuruddin's tomb with the consideration that the visitors could see plang of the board is the entrance to the tomb of Sheikh Mansyuruddin.

Figure 4 Plang Board "Welcome"

CONCLUSION

Sheikh Mansyuruddin's tomb is one of the religious tourist attractions that need to be developed promotion because of the many fewer visitors compared to other religious tourism in Banten. The promotional media used is to create a website that can convey information to the public and make a Plang "Welcome" board placed on the front road entrance to the pilgrimage site.

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