

# Songah Article in Developing Creative Economy and Tourism

Ridwan Sigit, Taty Narawaty, Uus Karwati, Yudi Sukmayadi

School of Postgraduate  
Universitas Pendidikan Indonesia  
Bandung, Indonesia  
ridwansimon@unpas.ac.id

**Abstract**—Songah Art is a traditional art village community revitalization results Desa Citengah Sumedang, West Java Province, Indonesia, will be attributed as one of the supporting mediums in developing creative of economy based local wisdom associated with tourism. The purpose of this article is to reveal a strategy for community empowerment in developing creative economy and tourism. By using a qualitative paradigm with descriptive methods, it was revealed in depth how the art context can be the basis for developing the creative economy of tourism, how to deal with all forms of challenges and opportunities and solutions in the process of developing the tourism creative economy. The results show that management and managerial with a good system can boost Desa Citengah as a tourism destination and provide opportunities for developing economic development for the community. The results could have implications for local communities in the development of creative economy, and for institution as well as for the researchers will be in addition to the repertoire of related disciplines knowledge-based creative economy development workshops I.

**Keywords**—creative economy; arts; culture; Songah

## I. INTRODUCTION

West Java with its bonus demography has the charm and richness of natural beauty that has the potential to become a tourist destination, one of which is in Sumedang Regency, we get the natural potential of waterfalls, hot spring baths, Toga village tourism, Tampomas mountain, Gunung Kunci, tourist park Cipanteneun, Jatigede Reservoir, and many cultural and heroic tourist destinations, among others, Eat the Hero of the Tjut Nyak Dien (Gunung Puyuh), Dayeuh Luhur, Kampung Karuhun, and others [1].

The community formed a community and work forum, including through the Songah arts community activity, which was one of the arts that was revitalized by the community in 2008 as a development of existing and hereditary artistry although historically the birth of this art has not been widely known to the public but its existence is promising to be developed. Art not a strategy that is strong enough to build and develop tourist destinations in Desa Citengah while in other areas in Sumedang there are still many areas which have a wealth of natural and cultural treasures better and better known by the public at large with many advantages, among Other regions have already been known to the public because their

tourism activities are fully supported by the tourism agency and become an icon of the regency area or included in the 50 national B-protected Forest area areas, which were set in 2015.

The low number of visits to natural tourism and cultural tourism areas in Sumedang Regency is influenced by the lack of promotional activities and the introduction of tourist destinations as a whole to tourists and potential tourists both domestic and international. While it is related to governance regarding facilities, facilities and infrastructure, access to tourist destinations has not received priority attention from the government and so far, it is still an effort by a group of people supported by the village and sub-district governments.

Based on this phenomenon, it needs to be studied in depth related to the activities carried out by the art community Songah, the Desa Citengah community, South Sumedang in an effort to develop a creative wisdom and tourism based on local wisdom, with the title: Songah Arts in Creative and Tourism Economic Development.

## II. LITERATURE REVIEW

Songah's music based on history was revealed by researchers using Kropak 410 literature and Library of Nagara Kretabhumi Parwa I Sarga 2 (1694) Koraja Pajajaran which was told by Ki Madtari (resource person), Desa Citengah was the area of Songong Citengah (Songah) traditional arts, community assisted by the government the village revitalizes the arts that grow and develop as a wealth of local art treasures. According to Ki Madtari's narrative Songah music was extracted from the 16th-century kropak pajajaran precisely around the year (1694) Prabu Jaya Dewata (Prabu Siliwangi) Sing Apura's kingdom was married to Nyi Acih Putih's daughter from Ki Ampu Dawang [2].

Tourism is a term which is the overall activity carried out by tourists at a particular destination equipped with facilities, supporting infrastructure available in such a way, obtaining public services, security, comfort and satisfaction obtained as well as pleasant impressions from the intended destination [3]. The government as a facilitator, mediator, and dynamist will have a function to carry out various policies by issuing rules to determine standards, values, procedures and criteria for how tourism is carried out properly [4].

Products from government policies include Law No. 10 of 2009, concerning the implementation of cooperation between government and industrial society, especially in the field of tourism. Creative Economy, namely Law No. 20 of 2008 concerning MSMEs, Law No. 33 of 2009 concerning Film - encouraging the development of the film industry, Law No. 3 of 2014 concerning Industry - encourages the development of the national creative industry, Law No. 28 of 2014 concerning Copyright - provides intellectual property protection for creative works, and Law No. 7 of 2014 concerning Trade - Encourages product trade based on creative economy. Both of these rules provide an opportunity for all parties to utilize the natural wealth and culture of the nation in the form of the development of the tourism industry as the implementation of creative economic activities.

Cultural tourism is one of the tourism sectors that is built and developed by local governments as an effort to preserve and conserve nature with a culture that is interrelated, and provide benefits to cultural, community and government actors both historically and to economic values and benefits. Wherein there are important elements or elements including the existence of tourism and tourism objects that contain cultural and cultural elements, the existence of artifacts and cultural assets, consumption of products or works, managerial or good governance [5].

### III. METHODOLOGY

The study was conducted in Desa Citengah, Sumedang Selatan, West Java, using a qualitative paradigm with descriptive methods, although not done in a participatory manner, but the results of previous research conducted by researchers provided a comprehensive picture of the studies presented in this study.

Focus in this study is more about how art can boost the development of tourism in the Desa Citengah area which includes 1) the potential of tourist destinations owned by the area, 2) the availability of all supporters of tourism activities in Desa Citengah, 3) the role of the Songah arts community in developing a creative economy in the area, 4) how strengths, weaknesses, opportunities, and challenges are carried out for the development of the creative economy. All data in this study are obtained from sources that can be accounted for and carried out with confirmation from various relevant parties. Data obtained through interviews, observation, literature study, documentation, data triangulation, and confirmation of experts.

### IV. RESULTS AND DISCUSSION

Desa Citengah is a village with considerable tourism potential. Most of them have been managed well, including those that are managed side by side with artistic activities. Various tourism potentials located in Desa Citengah include nature tourism in Margawindu Tea Plantation, water tourism with the presence of Cigorobog and Saung Cibingbin waterfalls, then there is also Kampung Karuhun with its Eco Green Park. There is also a culinary tour that serves a variety of menus of fresh fish food from the swift fish ponds that are around the Desa Citengah.

The three important components that make the consumption process of a travel experience occur, namely: Tourist attraction, tourism support facilities, infrastructure [6].

1. Environmental carrying capacity:
  - Business Environment
  - Safety and Safety
  - Health and Hygiene
  - Human Resources and Labor
  - Information and Communication Technology Readiness
2. Travel & Tourism Policy and supporting conditions
  - Travel & Tourism Priority
  - International openness
  - Price competitiveness
  - Environmental sustainability
3. Infrastructure
  - Road and port infrastructure
  - Tourist service infrastructure
4. Natural and cultural resources
  - Natural resources
  - Cultural resources and business trips

Matters of concern include:

- Something that can be seen

The existence of tourist destinations in Desa Citengah is very possible to give satisfaction to the tourists who visit the beauty of eco-tourism, hills, waterfalls, beauty of scenery that is accompanied by natural coolness that is still awake.

- Something that can be done

Regional tourism and cultural tourism in Desa Citengah must provide relevant supporting facilities and infrastructure and provide added value to tourist destinations, so that besides getting natural uniqueness it can also be supported by other cultural value activities, tourists enjoy the beauty and satisfaction visits, can also enjoy unique art offerings, and for the people who own the arts also have other added values, namely the persistence of the art in question and better known in the wider community.

- Something you can buy

The typical craft of the Desa Citengah community is the work of local residents in the form of crafting bags from betel leaf midribs, woven bamboo, and various useful works of art such as bamboo cups, bamboo cutlery, and

various other art objects that show the peculiarities of the area.

#### A. *The Role of the Songah Arts Community*

Community groups that are members of the Songah arts community, make a positive contribution to the Desa Citengah tourism activities. By the leadership of Ki Madtari as a community figure and pupuhu of the Desa Citengah Customary Village, the community that was built in early 2008 strives in such a way as to pioneer and make Desa Citengah a tourism village on the basis of tangible natural resources and supporting social conditions for tourism activities. The main objective that was built and developed previously was an effort to protect natural ecosystems that were possessed and also introduced various cultural properties that were owned, and the impact of the socio-economic conditions of the community would be lifted by building a creative economy based on existing natural and cultural wealth.

Develop the village is expected to become a tourist destination for prospective tourist takes various facilities, ranging from ease of access road to the location, facilities outside the accommodation, restaurants, shops merchandise, public places of worship, health, the arts community Songah attempt cooperate with various parties to meet the availability of these facilities.

1) *Ease of access aspect*: Community groups collaborate with the government to build road facilities and infrastructure to tourist attractions and carry out periodic maintenance to keep tourists safe.

2) *Aspect of amity*: Aspects amenities or ancillary aspects other than the advice a and infrastructure major, so far there had been a few restaurants, places of worship, and others have enough available, for hotel or inn seems not necessary for access to the hotel is not too far from the location which is in the center of Sumedang City with a distance of approximately 3 to 5 kilometers.

3) *Additional aspects of supporting facilities*: As explained by Simamora the participation of various parties is a must, the role of the government through the tourism agency in Sumedang Regency creates and encourages people to continue to improve and develop regional tourism, including in Desa Citengah, private elements need support and active role in developing regional and tourist destinations to boost the quantity and quality of potential tourist bags, including local, national, and foreign countries [4]. The institution of the community is clearly carried out by the Songah arts community group which since 2000 has made various efforts to develop and develop tourism areas in Desa Citengah.

### V. CONCLUSIONS AND SUGGESTIONS

#### A. *Conclusion*

There are many potentials that can be developed in Desa Citengah, Sumedang Selatan, as a tourist attraction, ecotourism, cultural tourism, artificial nature tourism, etc. supported by the existence of local artifacts such as Songah (Songsong Citengah) can be used as a show for the visitors,

and the availability of local community craft products in the form of special souvenirs.

Aspects of supporting tourism, namely aspects of ease of access to tourist sites, are quite adequate, although not perfect, but enough to provide a lot of convenience to tourists, provision of public facilities, places of worship, lodging, restaurants are quite facilitated. Based on the results of the study and analysis of researchers, security and comfort even though it does not involve the police the late or non-governmental agencies is adequate and helpful.

The role of the institution has been organized in the Songah traditional arts community group, and the involvement of village officials guarantees visitor service, security and visitor satisfaction.

#### B. *Suggestion*

Suggestions that can be considered as an effort to increase and develop creative economy in Desa Citengah:

- Tourism products can be developed by packaging in such a way as to be more attractive for visitors to Desa Citengah and surrounding areas.
- Socialization through various media including social media is sought to be able to boost the knowledge and curiosity of prospective visitors, can be done by making short videos related to the objects that are there, promoting them through good social media, and working with government agencies.
- Art performance building is needed, it can be pursued through related agencies.
- It is necessary to plan and developed for ease of access, transportation, accommodation.
- Good management or management will provide added value for the progress and existence of regional arts (Songah) and increase the quantity and quality of visitors.
- Human resource development needs to be considered to involve professional practitioners, academics who are competent in the fields of arts, culture and tourism.

### REFERENCES

- [1] Disporabudpar. Sumedang Tourism Destinations. (Ridwan, Interviewer, & Ridwan, Editor) Sumedang, West Java, Indonesia, 2018.
  - [2] Ridwan. Transformation of Mutual Value in Songah Music. *Didactic Methodology*, 10, 2015.
  - [3] Khusnul K.W.L. Cultural Tourism Destination Development Strategy. *Journal of Business Administration (JAB)*, 41, 2017.
  - [4] Simamora, R.K, and Sinaga, R.S. "The Role of Local Government in the Development of Natural and Cultural Tourism in North Tapanuli Regency. (UMA, Ed.)", *Journal of Governance and Social Politics*, 4, 79-96, 2016.
  - [5] Prasadjo, T. "Development of Cultural Tourism and the Perspective of Public Servants". *Office Journal*, 3, 2017.
- Khotimah K., Wilopo, and Hakim L. "Strategi Pengembangan Destinasi Pariwisata Budaya (Studi Kasus pada Kawasan Situs Trowulan sebagai

Pariwisata Unggulan di Kabupaten Mojokerto”, *Jurnal Administrasi*

*Bisnis (JAB)*, 41, 1, 2017.