Dark Tourism as a Tourism and Culture Development Strategy in Indonesia

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ABSTRACT

This research aims to (1) determine the potential for tourism and dark tourism culture in Indonesia; (2) knowing the strategy for developing tourism and culture through dark tourism. This research uses descriptive qualitative research. The data sources used in this research were obtained from books, websites and literature related to dark tourism as a tourism and culture development strategy in Indonesia. The analysis used in this research is SWOT analysis. The results of this research show that (1) the development of the attraction of dark tourism in Indonesia has great potential. Indonesia has a lot of dark tourism with historical and cultural values that attract tourists; (2) strategies for developing tourism and culture through dark tourism include marketing planning for dark tourism as tourism and culture, creating a dark tourism concept, collaborating with tourism agencies and private parties to support dark tourism, and education and promotion of dark tourism programs.
Keywords: Dark Tourism, Tourism, Culture

ABSTRAK

Penelitian ini bertujuan untuk (1) mengetahui potensi pariwisata dan budaya dark tourism di Indonesia; (2) mengetahui strategi pengembangan pariwisata dan budaya melalui dark tourism. Penelitian ini menggunakan jenis penelitian kualitatif deskriptif. Sumber data yang digunakan dalam penelitian ini diperloleh melalui buku, website dan kepustaakaan yang berhubungan dengan dark tourism sebagai strategi pengembangan pariwisata dan budaya di Indonesia. Analisis yang digunakan dalam penelitian ini adalah analisis SWOT. Hasil penelitian ini menunjukkan bahwa (1) pengembangan daya tarik *dark tourism* di indonesia sangatlah potensial. Indonesia memiliki banyak dark tourism dengan nilai historis dan budaya yang menjadi daya tarik wisatawan; (2) strategi pengembangan pariwisata dan budaya melalui dark tourism antara lain perencanaan pemasaran wisata dark tourism sebagai pariwisata dan budaya, pembuatan konsep dark tourism, kerja sama dengan dinas pariwisata dan pihak swasta mendukung wisata dark tourism, dan edukasi dan promosi program wisata dark tourism.
Kata kunci: Dark Tourism, Pariwisata, Budaya

INTRODUCTION

Recent developments in tourism concepts have become increasingly unique and interesting. Usually tourists are invited to places that offer beautiful panoramas. There is a unique tourism trend that invites tourists into "dark times" or known as "dark tourism" (Haryadi, 2018). Dark tourism is a concept of dark tourism by traveling to places where tragedies occurred in the past. Even though the concept of travel is actually about having fun, dark tourism actually does the opposite, namely offering sadness as a form of reflection and respect (Muktaf, 2017).

Dark tourism involves travel to places associated with death, disaster, misfortune, and the macabre. The term "dark tourism" was first put forward by Foley and Lennon (1996) as "tourists who are attracted to death, disaster and cruelty (Prodan, 2021). Thus, dark tourism can be interpreted as a tourist activity that takes tourists to places that are considered to have mystical value and disturb public awareness at that time, such as returning to places where death occurred, mystical places, cruelty and moral damage (Hamsal, 2021).

In the last few decades, dark tourism has attracted tourists to visit sites associated with death. Their motives vary, including a desire to learn and understand the history presented by seeing it to believe it and an interest in having the experience of experiencing the event emotionally. Experience and emotional factors have a fairly high proportion of dark tourist motives (Munif, 2020; Rahmawati, 2018).

Indonesia has a rich and unique heritage and history, which provides many destinations for almost all types of tourism (Safari, 2023). Indonesian culture which is oriented towards magical things has a strong influence (Simanjuntak, 2017). Indonesia is one of the countries that contributes quite a lot of locations for dark tourism. Not a few regions in Indonesia are part of dark history and important events full of tragedy in the past. Like in 2012, the streaming service provider Netflix covered the Rambu Solo event, a typical funeral event in Tana Toraja, South Sulawesi, in an episode of the documentary series entitled Dark Tourist. This shows that Indonesia has quite large potential to participate in attracting tourists in terms of dark tourism.

For the Indonesian millennial generation, the existence of dark tourism is very important. Because, through dark tourism, we also learn the background and remember the process of historical events in that place. Dark tourism is still not accepted in some areas because it is still considered too taboo to be used as tourism. Dark tourism is included in special interest tourism because it has segmented enthusiasts and quite high loyalty. Potential Tourism consumption patterns and the growth of special interest tourism reflect the increasing diversity of recreational interests in modern society (Kunwar, 2019).

Based on the explanation above, this research aims to (1) determine the potential for tourism and dark tourism culture in Indonesia; (2) knowing the strategy for developing tourism and culture through dark tourism.

METHODS

This research uses descriptive qualitative research so that understanding explanations and findings are described in the form of descriptive accounts. Qualitative descriptive method is a type of research method that describes in detail (Semiawan, 2010). This research aims to describe dark tourism as a strategy for developing tourism and culture in Indonesia.

The data sources used in this research were obtained from books, websites and literature related to dark tourism as a tourism and culture development strategy in Indonesia. The data collection technique in this research is by reading sources that are relevant to the research study and then sorting the data that will be included. The final step in the research method is to carry out an analysis using SWOT analysis regarding tourism development strategies and dark tourism culture.

RESULTS AND DISCUSSION

Tourism and Cultural Potential of Dark Tourism in Indonesia

In Indonesia, the development of the attraction of dark tourism has great potential. Indonesia is a country rich in culture and history, where there are many places with historical heritage that are full and thick with culture which is believed to have magical powers. Indonesia also offers beautiful panoramas, from coastal tourism to mountain tourism, from the beauty of this tourism there are also many dark tourist attractions that have the potential to become dark tourism. The behavior of Indonesians who still believe in mystical things can be a potential for the existence of dark tourism as special interest tourism. This is what is actually the attraction for dark tourism in Indonesia.

The findings of this research show that several tourist attractions in Indonesia are dark tourism with historical and cultural values that attract tourists as shown in the following table.

Table 1.1 Historical Values and Cultural Values in Dark Tourism in Indonesia

Dark Tourism	Historical Values	Cultural Values
Aceh Tsunami Museum	As a reminder of the 2004 Aceh earthquake and	In the form of a traditional Acehnese house

	tsunami	
Lapindo Sidoarjo Mud Tragedy Monument	As a reflection of the Sidoarjo hot mudflow tragedy in 2006	Presenting works of art in the form of human statues in the mudflow area
Sisa Hartaku Museum	As a reflection of the 2010 eruption of Mount Merapi	Presents the remains of residents' house furniture and animal skeletons
Sema Wayah, Trunyan Bali	The origin of Trunyan village is because there is a taru menyan tree that only grows there	A unique funeral culture, the body is simply placed under the taru menyan tree

The Aceh Tsunami Museum was created not only as a symbolic reminder of the 2004 Aceh earthquake and tsunami, but also as a center for public education and information regarding the tsunami disaster. This museum, which was founded in 2009, is made to resemble a traditional Acehnese house. One of the rooms in this museum displays thousands of names of tsunami victims displayed on the walls of one of the museum's internal rooms, above which are the words Allah Subhanahu Wa Ta'ala.

Figure 1.1 Aceh Tsunami Museum
Source: museumtsunami.acehprov.go.id

The Lapindo Mud Tragedy Monument, which was created in 2014, presents the work of an artist named Dadang who created and distributed works of art in the form of human statues in the mudflow area. The sinking of the statue from time to time indicates that hot mud is still a real threat to local residents. This monument was created to reflect on the tragedy of the Sidoarjo hot mudflow in 2006 which drowned dozens of villages.

Figure 1.2 Lapindo Sidoarjo Mud Tragedy Monument
Source: directorypariwisata.id

The Remnant of Sisa Hartaku Museum was founded as a symbol to commemorate the eruption of Mount Merapi in 2010. This museum displays the remains of furniture from local residents' houses who were silent witnesses to the tragedy of the Merapi eruption. There are also skeletons of local livestock that died during the eruption.

Figure 1.3 Sisa Hartaku Museum
Source: kultur.slemankab.go.id

Sema Wayah Trunyan, Bali has a unique funeral tradition. People who died there were not buried or cremated, but only placed under the Taru Menyan tree. This tree will be able to eliminate the smell of the corpses there. The number of bodies placed under Taru Menyan cannot exceed eleven people. Apart from that, there are several conditions that must be met, including dying naturally, being married, having complete body parts. Those who die according to the above conditions will be buried in Mepasah (placed under the Taru Menyan). The burial area is called Sema Wayah.

Figure 1.4 Sema Wayah Trunyan Bali
Source: pariwisata bali

Researchers found that the government pays little attention to the promotion of dark tourism on several tours that contain dark history in Indonesia, so information about dark tourism is still relatively minimal. The consumption of dark tourism is shackled by segmented tourists and their loyalty is quite high to experiencing dark tourism. In fact, dark tourism can educate the public to learn the background and remember the process of historical events in that place.

The experience factor is the main factor that influences dark tourism motivation. Experience is the beginning of tourists' emotions and feelings about visiting. Simultaneous emotional reactions include pride, shock and fear, anger, disgust and hope.

The potential for dark tourism in Indonesia is quite good, with several international and national articles or journals discussing dark tourism places in Indonesia. Likewise, there are still many places of dark tourism in Indonesia that need to be researched, considering that Indonesia has many natural tragedies that have occurred and the dark history of colonialism in Indonesia.

Tourism and Culture Development Strategy Through Dark Tourism
This research discusses dark tourism as a tourism and culture development strategy using SWOT analysis based on the following 4 aspects of tourism.
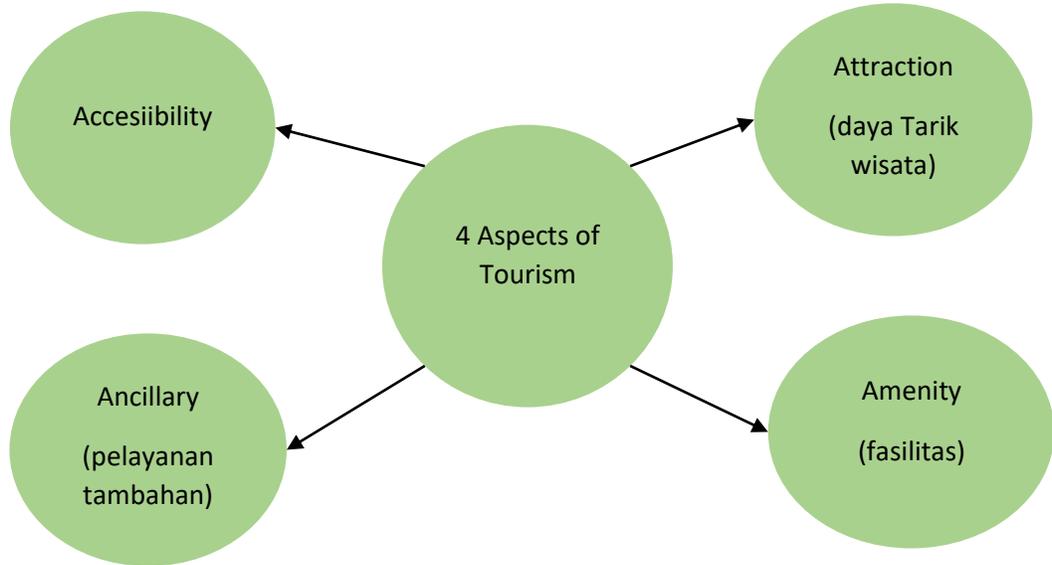
Figure 2.1 Tourism Aspects

Table 2.1 SWOT Analysis Related to Dark Tourism as Tourism and Culture Development Strategy

	Strengths (kekuatan)	Weakness (kelemahan)
SW **OT**	1. As an educational tourism destination that can be offered to tourists in the form of presenting historical sites 2. It has high historical value for local communities in the dark tourism tourist area 3. Most dark tourism tours are managed by local communities	1. The lack of good management includes low maintenance of facilities and incomplete infrastructure in dark tourism 2. Lack of accommodation and accessibility 3. Lack of amenities such as restaurants, souvenirs and public facilities in

		tourist areas 4. Tourist activities do not give the impression of the dark tourism concept 5. Minimal tourist visits
Opportunity (peluang) 1. Historical tourism that can help the local economy 2. Segmented market that has high loyalty 3. Providing new livelihoods for communities around dark tourism in Indonesia 4. Rapid development of information technology 5. There is involvement of local governments in bringing in tourists	**SO Strategy** Marketing planning for dark tourism as tourism and culture in Indonesia	**WO Strategy** Develop a dark tourism concept for visiting tourists
Treat (tantangan) 1. It has not yet received full support from the local Tourism Department to make tourism dark tourism 2. Not all tourists like dark tourism 3. Lack of amenities and accommodation around the tourist	**ST Strategy** Collaborating with the Tourism Department and the private sector to support dark tourism	**WT Strategy** Educate and promote dark tourism programs

area 4. There is a lack of knowledge from the management to make tourism activities dark tourism 5. Some tours have very long distances to travel		

Based on the SWOT analysis above, it is known that several strategies can be implemented in developing tourism and culture of dark tourism as follows:

1. *SO Strategy Through Marketing Planning for Dark Tourism as Tourism and Culture in Indonesia.* Dark tourism managers need to take advantage of very rapid technological developments to create websites and social media accounts regarding dark tourism in Indonesia. In this era of digitalization, it is important to be able to adapt in order to maintain the existence of tourist attractions. Then collaborate with social media accounts that promote tourism as a means of promoting dark tourism.

2. *WO Strategy Through Creating the concept of dark tourism.* Managers have not managed dark tourism activities well to add to the impression of the experience for tourists. So it is necessary for dark tourism managers to develop a concept so that tourists have a pleasant dark tourism experience. Managers also need to prepare a tour guide during their visit to dark tourism which guides tourists and provides historical and cultural education in Indonesia.

3. *ST strategy through collaboration with the Tourism Department and private parties to support dark tourism.* After getting support from the Tourism Department, the manager can make a proposal for developing a dark tourism tourist destination to be presented to the private sector in order to obtain investment to meet tourist needs.

4. *WT Strategy Through Education and Promotion of the Dark Tourism Program*. There is a need for education such as training for dark tourism managers in Indonesia so that managers can develop dark tourism concepts that will attract tourists. The next step, managers can collaborate with private parties such as tours and travel to realize the dark tourism concept that has been prepared.

CONCLUSION

Based on the previous explanation, the conclusion of this research shows that the development of the attraction of dark tourism in Indonesia has great potential. Indonesia has a lot of dark tourism with historical and cultural value that attracts tourists, such as the Aceh Tsunami Museum, the Lapindo Sidoarjo Mud Tragedy Monument, the My Remaining Treasure Museum, and Sema Wayah, Trunyan Village, Bali. SWOT analysis regarding strategies for developing tourism and culture through dark tourism based on 4 aspects of tourism shows several strategies, including marketing planning for dark tourism as tourism and culture, creating the concept of dark tourism, collaborating with tourism agencies and private parties to support dark tourism, and education. and promotion of dark tourism programs.

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