TITLE:

The Empowerment Model of Cetho Temple Area As The Tirta Yatra Tourism and Widya Wisata Based on Tri Hita Karana In Jenawi Karanganyar.

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ABSTRACT

The research entitled Revitalization Model of Cetho Temple Area as the Tirta Yatra Tourism and Widya Wisata Based on Tri Hita Karana in Jenawi Karanganyar is the follow-up of the preliminary research entitled Revitalization Model of Cetho Temple Area as the Tirta Yatra Tourism and Widya Wisata Based on Tri Hita Karana in Jenawi Karanganyar.

The findings in the first stage includes temple inventorying as the Tirta Yatra object, creating the cosmology of Cetha heaven universe, a Hinduism cosmology in that Area specifically.

The empowerment model that can be offered in line with the area potential to all tourism stakeholders is the investment partnership empowerment: PMA, PMDN and/or none of them/special facility investment. The investment partnership empowerment can be explained into: Local Investment, Foreign Investment, Local and Foreign Partnership, Public and Private Partnership. The research entitled Revitalization Model of Cetho Temple Area as the Tirta Yatra Tourism and Widya Wisata Based on Tri Hita Karana in Jenawi Karanganyar is the architectural research, focusing specifically on the conservation field, because revitalization is a part of conservation. The concepts in Hindu religion underlie the revitalization model. Cetho Temple itself is the Hinduist cult temple. Ecology is the supporting discipline in this research in which it is expected to be the reference for the sustainable tourism development. Karanganyar Tourism Office had assigned the Sukuh and Cetho temples as the religious (Tirta Yatra) and education (Widya Wisata) tourism because those temples were originally built for the cult place by the Hinduist in the end of Majapahit reign in XIV century by Prabu Brawijaya.

The problem lifted in this research is how is the Revitalization Model of Cetho Temple Area as the Tirta Yatra Tourism and Widya Wisata Based on Tri Hita Karana in Jenawi Karanganyar. This research was carried out for 3 years in three stages.

The first stage is to find the macro layout of religious and educative tourism in Jenawi Subdistrict of Karanganyar Regency. The second stage is to look for the tourism stakeholder empowerment model for Cetho Temple area. The third stage, the core of research, is to find the revitalization model of Cetho Temple Area as the Tirta Yatra Tourism and Widya Wisata Based on Tri Hita Karana in Jenawi Subdistrict of Karanganyar.
Method of collecting data employed in this study was phenomenological qualitative one, the data was obtained from observation and interview, inductive analysis, and the findings are particular in nature. Phenomenological method was used in collecting data, because its characteristics tend to end up in the datum. Meanwhile for the analysis on potential/strength, challenge, opportunity, etc, the SWOT analysis was used. Meanwhile in the third stage, the simulation and modeling methods were employed.

In the first stage, the inventory and identification of potentials will be done, concerning both physical and non-physical ones. The physical potentials include Cetho temple, natural resource, existence of temples in Jenawi subdistrict as the religious tourist destination for Hinduist. Meanwhile the non-physical potentials concern demography (human resource). In this stage, the philosophy of temple’s architectural elements is also revealed.

In the second year, the empowering model was found including the one offered by PMDN, PMA and/or non-facility in the form of Public Private Partnership, Private empowering, Foreign investment Empowering, or Foreign, private Empowering.

In the third stage, the sustainable revitalization model of Cetho temple as the religious (Tirta Yatra) and educative (Widya Wisata) based on Tri Karana, is the final target of research using simulation and modeling method in the architectural design, road infrastructure improvement, model design of tourism terminal, Water Park, Aero Sport Facilities, Ecotourism, Agro Tourism, ojek shelter, accommodation facilities (Home stay/Bungalow/Villa), Hindu religion education facility in the form of Pasraman. The reforestation measure is the sustainable action for saving the Cetho temple area. The theory underlying this stages are: Tourism, infrastructure, Terminal Design, Water Park, Aero Sport, Ecotourism and accommodation theories.