

Nyai Brintik's Tomb As A Religious Tourism Site To Increase Tourist Visits In Kampung Pelangi

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Abstract. The WO (Weaknesses-Opportunities) strategy focuses on overcoming weaknesses such as limited supporting facilities and lack of promotion by taking advantage of external opportunities such as high interest in religious tourism and promotion through print and digital media. This involves increasing promotion and marketing and developing attractive religious tourism programs. The WT (Weaknesses-Threats) strategy focuses on overcoming internal weaknesses, such as limited supporting facilities and competition from other tourist destinations, by facing external threats, such as cultural values and economic uncertainty changes. This involves investment in developing tourism infrastructure and improving the quality of services at Nyai Brintik Tomb. By implementing these strategies, it is hoped that the potential for religious tourism at the Nyai Brintik Tomb can be optimized effectively, increasing the number of tourist visits, increasing tourism income, and strengthening local cultural identity. Apart from that, the development of religious tourism at the Nyai Brintik Tomb can also contribute to the sustainable development of the Mount Brintik area as a whole by paying attention to aspects of environmental preservation, local economic development and community empowerment. Thus, the Nyai Brintik Tomb has the potential to become one of the leading religious tourism destinations in the city of Semarang, attracting visitors from various groups and providing a memorable and meaningful tourist experience.

Keywords: Cultural diversity, Destination development, Nyai Brintik tomb, Religious tourism, Spiritual attraction.

INTRODUCTION

In the Mount Brintik area, more popularly known as Kampung Pelangi in Semarang City, there are a series of mystery stories related to the tomb considered sacred there, namely the tomb of Nyai Brintik. Nyai Brintik is believed to be a beautiful woman who has supernatural powers. It is said that Nyai Brintik had long curly hair, so she was nicknamed that. He was said to be the central figure in establishing the Mount Brintik area. Nyai Brintik's grave is next to the prayer room at RT 007 RW 003 Randusari Village, South Semarang District. To access it, you can take the Bergota Cemetery road or the village road in Kampung Pelangi.

Nyai Brintik's grave is located in a room adjacent to the prayer room in Kampung Pelangi Semarang. Inside the room is a tomb covered with dark brown jarik cloth, as well as several objects believed to be Nyai Brintik's relics, such as an umbrella, cloth, urn and chair. There are also incense containers that are used for pilgrimage purposes. Even so, only a few people know the story of Nyai Brintik in depth. Their knowledge is passed down from their

parents. According to the caretaker of Nyai Brintik's grave, Ari Kumalasari, the story of Nyai Brintik is often associated with the history of the Demak and Walisongo Sultanates.

The diversity of cultures and religions in Indonesia attracts tourists from various circles. Religious tourism, which includes various aspects such as culture, art, customs, history, myths and legends, has a special place among other types of tourism. Religious tourism can take the form of visits to holy places, graves of religious figures or prominent leaders, and locations that are considered sacred. This activity strengthens faith and spiritual needs and has special meaning for people who uphold religious and religious values (Palupiningtyas & Mistriani, 2020).

Other problems in Kampung Pelangi include immature management accompanied by the continued increase in existing infrastructure, development programs that still need to be implemented optimally, and the prohibition of levies on tourists visiting Kampung Pelangi. Therefore, based on the description of the background of the problem above, this research wants to know how the Wonosari Village community responds and adapts to the development of the Kampung Pelangi program as a tourist destination in the city of Semarang. What is the historical tourist attraction and religious value of the Nyai Brintik grave in Pelangi Village? How does the tradition of Nyai Brintik's grave reflect local culture as religious tourism in Kampung Pelangi? And what is the impact of religious tourism at Nyai Brintik's grave on tourist visits to Kampung Pelangi (Herzamzam, 2021)?

LITERATURE REVIEW

Tourism significantly impacts a country or region's economy because it can create jobs, increase regional income, and promote economic growth. Apart from that, tourism can also affect the culture, environment and infrastructure of a place. Therefore, sustainable and responsible tourism management is critical to balancing economic growth, cultural and environmental preservation, and visitor satisfaction.

Tourism also has a vital role in expanding understanding and tolerance between cultures and increasing understanding of the diversity of nature and human life. By facilitating encounters between different cultures, tourism allows for better relationships between local people and visitors. It also helps promote appreciation for cultural and natural values and enriches the tourist experience with new experiences and perspectives. Thus, tourism can act as a tool to build a deeper understanding of the world's diversity and increase tolerance among various groups in society (Palupiningtyas et al., 2020).

Religious tourism is a travel or visit individuals or groups undertake for spiritual or religious purposes. Religious tourist attractions often have high historical, cultural or spiritual value for followers of certain religions or local communities. Religious tourism can include pilgrimages to the graves of religious figures, temples, churches, mosques, or other holy places considered sacred by religious communities. The goals of religious tourism vary, including seeking inner peace and tranquillity, increasing faith and spirituality, or simply admiring religious architecture and art. Apart from that, religious tourism can also expand knowledge about certain religions and religious traditions, as well as deepen one's spiritual experience (Octafian & Nugraheni, 2020). For local communities, religious tourism often becomes a source of economic income by selling souvenirs, accommodation or other supporting services for visitors. On the other hand, religious tourism can also introduce and promote a region or community's cultural heritage and religious values (Nugraheni et al., 2020).

In many cases, the management of religious tourism also pays attention to aspects of environmental and cultural preservation and preserving these holy places so that future generations can enjoy them. Thus, religious tourism is not only a means of meeting individual spiritual needs but is also an essential part of a region's cultural development, heritage preservation and economic development.

RESEARCH METHOD

This research was conducted at the Nyai Brintik Tomb in Gunung Brintik Area, better known as Kampung Pelangi in Randusari Village RT 7/RW 3, South Semarang District. This location was determined based on strategic considerations because the Nyai Brintik Tomb is one of the most visited religious tourism destinations in Semarang City, which is expected to increase the number of tourist visits to the Mount Brintik area. The sampling method used is accidental sampling, where every individual the researcher accidentally meets and has relevant characteristics is considered a sample (Pranata & Sinaga, 2023). The respondents involved in this research were selected, taking into account the minimum age of 17 years. This is considered because it is considered that respondents of this age have sufficient ability to understand the questions in the questionnaire well. A total of 100 tourist respondents were selected to be part of this research.

Analysis of the potential for developing religious tourism at the Nyai Brintik Tomb in the village of the Gunung Brintik area is presented descriptively with a focus on evaluating the external and internal environment. Strategy development in religious tourism at this location uses SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats). The data analysis

process was carried out in three stages. The first stage involved data input from external and internal environmental analysis, which was evaluated using the External Factor Evaluation (EFE) and Internal Factor Evaluation (IFE) matrices. The second stage, matching, includes internal-external (IE) and SWOT analysis based on the EFE and IFE matrices (Rivai et al., 2021). SWOT analysis is used to formulate long-term plans guided by management, considering opportunities and threats and strengths and weaknesses. This analysis aims to ensure a comprehensive understanding of the current situation and design an appropriate business concept, taking into account internal strengths and weaknesses as well as opportunities and threats from external sources (Pranata, 2022).

FINDINGS AND DUSCUSSION

The following are some of the potential for religious tourism at the Nyai Brintik Tomb in the village of Gunung Brintik Area,

1. Historical Value

Nyai Brintik's grave in the village of Gunung Brintik area is not just a place of worship but also has deep historical value. The story of Nyai Brintik, who is believed to be the founding figure of the area, reflects its rich cultural heritage and spirituality. According to legend, Nyai Brintik was a beautiful woman who had great supernatural powers, and her grave was considered sacred by the local community (Shapin & Schaffer, 2011). In a historical context, the existence of the Nyai Brintik Tomb shows the depth of time and cultural continuity in the people of the Mount Brintik area. The story of Nyai Brintik, which continues to be heard from generation to generation, has become an integral part of local identity and is a symbol of courage, wisdom, and spirituality passed down to the local population (Mintz, 2002). The historical value contained in the Nyai Brintik Tomb provides an additional dimension to the religious tourism experience in the area. Tourists not only come to worship but also to explore and appreciate the cultural heritage that has been passed down from time to time. Nyai Brintik's grave is a window that reveals stories of the past and strengthens the local community's sense of pride and identity in their historical roots and religious traditions (Gelfand et al., 2011).

2. Cultural Diversity

Visitors who come to the Nyai Brintik Tomb have a unique opportunity to engage in a rich multicultural experience, interacting with local people from various ethnic, religious and cultural backgrounds. Visiting this holy place also allows tourists to broaden their understanding of cultural diversity and religious traditions, increase intercultural tolerance, and appreciate cultural differences (Saha, 2003). Nyai Brintik Tomb is where various religious

rituals and traditions are carried out, offering an enriching experience for visitors interested in local cultural heritage and spirituality. By strengthening the value of cultural diversity in the management and promotion of religious tourism at the Nyai Brintik Tomb, a satisfying tourism experience can be created for visitors while also helping to strengthen local cultural identity and advance sustainable development in the Mount Brintik area (Johnson, 2004).

3. Spiritual Attraction

The spiritual attraction contained in the Nyai Brintik Tomb in the village of Gunung Brintik Area is one of the main factors in enriching the potential for religious tourism there. As a place considered sacred by the local community, Nyai Brintik Tomb offers a profound spiritual experience for visitors seeking peace and personal reflection. A visit to this tomb is not just a physical journey but also an inner journey that invites visitors to reflect on the meaning of life, deepen their faith, and seek inner peace. The spiritual appeal of Nyai Brintik Tomb is reflected in the calm and solemn atmosphere that is felt from the first time you enter the tomb area (Lopez, 2017). Visitors feel the strong presence of spiritual energy permeating the place, creating a grounding atmosphere and triggering spiritual reflection. For many people, a visit to the Nyai Brintik Tomb is also an opportunity to pray, meditate or reflect, connect with the Almighty and find inner peace (Raj, 2012).

4. Location of Nyai Brintik's grave

The location of Nyai Brintik's grave in the village of Gunung Brintik area is one of the main factors in strengthening the potential for religious tourism in that place. In a natural and tranquil environment, Nyai Brintik Tomb offers an atmosphere suitable for spiritual reflection and worship. Surrounded by green trees and fresh mountain air, this location creates a peaceful and grounded atmosphere, allowing visitors to feel close to nature and its sacred presence. Also, easy accessibility to the Nyai Brintik Tomb is an advantage. Located in the village of the Gunung Brintik area, a religious tourism destination that is busy visiting Semarang City, this location is easy to reach for visitors from both within and outside the city. The road leading to the tomb is also easy to traverse, making it easier for pilgrims and tourists to reach their destination without difficulty.

Strategy for the potential development of religious tourism at Nyai Brintik Tomb

The strategy for developing religious tourism at the Nyai Brintik Tomb in the Gunung Brintik Village area was analyzed using SWOT analysis. SWOT analysis assessment based on strengths, weaknesses, opportunities and threats. The IFE matrix and EFE matrix are based on the strengths, weaknesses, opportunities and threats of religious tourism at the Nyai Brintik Tomb in the village of Gunung Brintik Area.

Table 1 Internal Factor Analysis (IFAS) of religious tourism at Nyai Brintik Tomb

No	Internal Factors	Weight	Ratings	Weight x Rating
Strength Indicator				
1.	Historical Value	0,15	3	0,45
2.	Comfort for visitors who come	0,15	3,5	0,525
3.	Cultural Diversity	0,15	3,5	0,525
4.	Spiritual Attraction	0,15	4	0,6
5.	Location of Nyai Brintik's grave	0,15	3,5	0,525
	Subtotal			2.625
Weakness Indicator				
1.	Lack of In-depth Historical Information	0,16	3	0,48
2.	Limited Supporting Facilities	0,19	2,5	0,475
3.	Lack of training for caretakers	0,16	2,5	0,4
4.	Lack of Promotion and Marketing	0,16	2,5	0,4
	Subtotal			0.7
	IFAS			4.38

Analysis of the Internal Factor Evaluation (IFAS) matrix shows that the total weight for internal factors (strengths and weaknesses) is 4.38. Thus, it can be concluded that internal factors significantly influence the overall performance or development potential of religious tourism at the Nyai Brintik Tomb in the village of Gunung Brintik Area. In terms of strength, historical value, visitor comfort, cultural diversity, spiritual attraction and location, the Nyai Brintik Tomb has a total weight of 2,625. This shows that the Nyai Brintik Tomb has several significant strengths, including a rich historical heritage, spiritual solid appeal, and a strategic location to attract visitors (Dilhuydy, 2003).

However, some weaknesses must be considered when developing religious tourism at the Nyai Brintik Tomb. Lack of in-depth historical information, limited supporting facilities, lack of caretaker training, and lack of promotion and marketing can influence visitor experience and satisfaction. The total weight of weaknesses is 0.7, which indicates that improvement and improvement efforts in these aspects are needed to increase the potential for religious tourism at the Nyai Brintik Tomb. By taking these two factors into account, appropriate strategic steps can be taken to optimize the development of religious tourism at the Nyai Brintik Tomb. This includes improving supporting facilities, increasing caretaker training and knowledge, and increasing promotional and marketing efforts to increase visitor awareness and interest. Thus, the potential for religious tourism at the Nyai Brintik Tomb can be optimized effectively to achieve more tremendous success in the tourism industry(Gu, 2015).

Table 2. External Factor Analysis (EFAS) of religious tourism at Nyai Brintik Tomb

No	Internal Factors	Weight	Ratings	Weight x Rating
Strength Indicator				
1.	Interest in Religious Tourism	0.21	4	0.84
2.	Collaboration with Local Communities	0.18	3	0.54
3.	Technological Innovation in Promotion and Service	0.21	4	0.84
4.	Strategic location	0.18	3	0.54
5.	Promotion through tourism magazines and the internet	0.18	3.5	0.63
	Subtotal			3,39
Weakness Indicator				
1.	Environmental damage	0.15	2.5	0.375
2.	Changes in Cultural and Religious Values	0.15	2	0.3
3.	Competition from Other Tourist Destinations	0.15	2	0.3
4.	Economic and Political Uncertainty	0.15	2	0.3
	Subtotal	0.6		1
	EFAS			4.665

Analysis of the External Factor Evaluation (EFAS) matrix shows that the total weight for external factors (opportunities and threats) is 4,665. Thus, it can be concluded that external factors significantly influence the potential for developing religious tourism at the Nyai Brintik Tomb in the village of Gunung Brintik Area.

Interest in Religious Tourism (Weight x Rating = 0.84), The high public interest in religious tourism is an opportunity for Nyai Brintik Tomb to attract more visitors. This shows that the potential for religious tourism in this place is quite significant and can be utilized optimally (Swetnam, 1999). Collaboration with Local Communities (Weight x Rating = 0.54), Close collaboration with local communities can enrich tourist experiences and increase the attractiveness of destinations. By involving the local community, Nyai Brintik Tomb can provide a more authentic and memorable tourist experience. Technological Innovation in Promotions and Services (Weight x Rating = 0.84), The use of technology in promotions and services can help increase the visibility and accessibility of the Nyai Brintik Tomb, thereby attracting more tourists. This shows that investment in technology can significantly benefit religious tourism's development. Strategic Location (Weight x Rating = 0.54), The strategic location of the Nyai Brintik Tomb can be a unique tourist attraction. Good accessibility can make it easier for visitors to visit this place, increasing the number of visits and potential tourism income. Promotion through Tourism Magazines and the Internet (Weight x Rating = 0.63), Promotion through various media, including tourism magazines and the Internet, can increase tourist awareness and interest in the Nyai Brintik Tomb. This shows that effective promotion can be the key to increasing tourist visits (Yuliana & Sutrisno, 2023).

For threats such as Environmental Damage (Weight x Rating = 0.375), The threat of environmental damage can reduce the attractiveness and quality of the religious tourism experience at Nyai Brintik Tomb. Better environmental protection efforts are needed to

maintain the sustainability of this tourist destination. Changes in Cultural and Religious Values (Weight x Rating = 0.3), Changes in cultural and religious values can threaten the sustainability and popularity of Nyai Brintik Tomb as a religious tourism destination. Reserving local cultural values and traditions is essential in facing this threat. Competition from other tourist destinations (Weight x Rating = 0.3), Competition with other tourist destinations can reduce the number of tourist visits to the Nyai Brintik Tomb. A solid promotional and differentiation strategy is needed to differentiate this destination from its competitors. Economic and Political Uncertainty (Weight x Rating = 0.3), Uncertainty in economic and political conditions can influence tourists' interest in visiting the Nyai Brintik Tomb. Economic and political stability are essential factors in maintaining tourism growth.

1. Strategi SO (Strengths-Opportunities)

- a) Taking advantage of the rich historical value of the Nyai Brintik Tomb by strengthening the promotion of religious tourism through digital technology and collaborating with local communities to increase visitor interest.
- b) Increase visitor comfort by providing adequate supporting facilities, such as a large parking area, clean toilet facilities and comfortable resting areas, thereby optimizing the potential for religious tourism at the location.
- c) Develop a training program for caretakers and tour guides to increase their knowledge of the history, culture and spiritual values related to the Nyai Brintik Tomb, thereby providing visitors with a more in-depth tourism experience.
- d) Taking advantage of the strategic location of the Nyai Brintik Tomb by developing religious tourism packages that include visits to nearby historical and religious places and collaborating with local transportation service providers to facilitate tourist access.

2. Strategi ST (Strengths-Threats)

- a) Facing the threat of environmental damage by implementing sustainability and environmental conservation programs, such as environmentally friendly waste and energy management and planting vegetation to preserve the nature around the Nyai Brintik Tomb.
- b) Anticipate cultural and religious values changes by collaborating with religious leaders and local cultural figures to promote and preserve local traditions and values related to the Nyai Brintik Tomb.

3. Strategi WO (Weaknesses-Opportunities)

- a) Increase promotion and marketing through print and digital media, as well as through participation in tourism exhibitions and local festivals to increase visitor awareness and interest in Nyai Brintik Tomb.
- b) Capitalize on the high interest in religious tourism by developing a religious tourism program that focuses on unique and exclusive experiences, such as religious rituals, offerings, and meditation or yoga activities inspired by the spiritual values of the Nyai Brintik Tomb.

4. Strategi WT (Weaknesses-Threats)

- a) Overcoming limited supporting facilities by collaborating with the private sector or financial institutions to obtain investment in developing tourism infrastructure, such as building public toilets, tourist information centers and environmentally friendly pedestrian paths.
- b) Facing competition from other tourist destinations by improving the quality of tourism services and experiences at Nyai Brintik Tomb, such as providing all-inclusive tour packages that include accommodation, food and tourist activities, as well as increasing cooperation with travel agents and tour operators to market the destination more broadly.

CONCLUSION AND RECOMMENDATION

Nyai Brintik's grave in the Gunung Brintik village area has excellent potential as an attractive religious tourism destination. With its rich historical values, cultural diversity, spiritual appeal, and strategic location, this holy place offers a unique experience for visitors seeking peace, spiritual reflection, and a deeper understanding of the local cultural heritage. However, to optimize the potential for religious tourism at Nyai Brintik Tomb, a focused and holistic strategy is needed that takes advantage of internal strengths and external opportunities while overcoming internal weaknesses and facing external threats. The SO (Strengths-Opportunities) strategy utilizes internal strengths such as historical value, visitor comfort, cultural diversity, spiritual attraction, and strategic location to capture external opportunities such as high interest in religious tourism and technological innovation in promotion. This involves strengthening the promotion of religious tourism through digital technology, developing adequate supporting facilities and training programs for caretakers, and developing attractive religious tourism packages.

The ST (Strengths-Threats) strategy focuses on overcoming external threats, such as environmental damage and changes in cultural values , by exploiting internal strengths, such as historical values and spiritual appeal. This involves implementing sustainability and environmental conservation programs and collaborating with local religious and cultural leaders to promote and preserve local traditions.

The WO (Weaknesses-Opportunities) strategy focuses on overcoming weaknesses such as limited supporting facilities and lack of promotion by taking advantage of external opportunities such as high interest in religious tourism and promotion through print and digital media. This involves increasing promotion and marketing, developing unique religious tourism programs, and collaborating with private parties or financial institutions to obtain investment.

The WT (Weaknesses-Threats) strategy focuses on overcoming internal weaknesses, such as limited supporting facilities and competition from other tourist destinations, by facing external threats, such as competition from other tourist destinations. This involves developing tourism infrastructure, improving the quality of tourist services and experiences, and increasing cooperation with travel agents and tour operators.

Historical tourist attractions and religious values, Nyai Brintik Tomb in Pelangi village offers a unique experience for visitors with rich historical value and deep spiritual appeal. The story of Nyai Brintik reflects its rich cultural heritage and spirituality. At the same time, this holy place also provides a window for visitors to reflect on the meaning of life and deepen their faith.

The traditions of the Nyai Brintik Tomb reflect local culture as religious tourism in Pelangi village, The traditions at the Nyai Brintik Tomb reflect the diversity of culture and religious traditions in the Mount Brintik area. Visitors can interact with local people and engage in various religious rituals and traditions, which enriches their understanding of local culture and increases intercultural tolerance. The impact of religious tourism at the Nyai Brintik Tomb on tourist visits in Pelangi village, Religious tourism at the Nyai Brintik Tomb positively contributes to tourist visits in the Mount Brintik area. With increasing interest in religious tourism and effective promotion, the number of visitors visiting Pelangi village can increase, providing economic and social benefits for the local community and strengthening Pelangi village's position as an attractive tourist destination.

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