

INTISARI

PENGELOLAAN OBJEK WISATA RELIGI STUDI KASUS MAKAM SUNAN GUNUNG JATI CIREBON JAWA BARAT

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Kebutuhan manusia terhadap pariwisata kian tinggi. Tidak hanya pariwisata konvensional, melainkan juga kebutuhan terhadap pariwisata minat khusus seperti wisata religi. Wisata religi memiliki bentuk pengelolaan dan praktik kegiatan pariwisata yang berbeda dengan wisata minat khusus lainnya. Wisata religi yang cukup diminati adalah ziarah makam Wali Sanga. Salah satu objek wisata religi Wali Sanga adalah Makam Sunan Gunung Jati (MSGJ) di Cirebon Jawa Barat.

Penelitian ini bertujuan untuk menganalisis praktik pengelolaan wisata religi di MSGJ serta mengetahui hubungan pengelola dengan beberapa pelaku pariwisata. Penelitian dilakukan dengan metode wawancara, observasi dan studi literatur. Juru kunci MSGJ, pihak Keraton Kasepuhan, Pemdes dan Disbudparpora Kab. Cirebon dijadikan informan yang terkait dengan pengelolaan dan penyelenggaraan kegiatan yang menjadi atraksi wisata religi di sana.

Hasil dari penelitian ini menunjukkan bahwa pengelolaan di Makam Sunan Gunung Jati masih menggunakan sistem tradisional yang telah disepakati sejak dahulu. Beberapa poin pengelolaan wisata religi sudah dapat ditangani dengan baik, akan tetapi masih terdapat poin yang belum bisa ditangani, yaitu perizinan masuk ke area sakral oleh juru kunci. Pihak-pihak selain juru kunci MSGJ hanya mengambil sebagian kecil peran dalam pengelolaan dan penyelenggaraan atraksi wisata di MSGJ.

Kata kunci: Makam Sunan Gunung Jati, juru kunci, pengelolaan, wisata religi.

ABSTRACT

MANAGEMENT OF RELIGIOUS TOURISM SITE
A CASE STUDY OF THE SUNAN GUNUNG JATI CEMETERY
CIREBON WEST JAVA

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Human needs on tourism is increasingly rising. Not only conventional tourism, but also the need towards specific tourism, such as religious tourism. Religious tourism has different form of management and practice of activities, different from other specific tourism. Tourist object that is quite in demand by people is visiting the cemetery of *Wali Sanga*. One of the religious tourist object is *Makam Sunan Gunung Jati* (*MSGJ* or the cemetery of *Sunan Gunung Jati*) which is located in Cirebon, West Java.

This research refers to analyze the practice of management of religious tourism at *MSGJ*, also to reveal the relation between organizers and some tourism practitioners. This research is done by using some methods, such as interview, observation, and doing literature studies. The keymaster of *MSGJ*, Keraton Kasepuhan's side, village government and *Dinas Kebudayaan Pariwisata Pemuda dan Olahraga* (Culture, Tourism, Youth and Sport Office) of Cirebon district are the informants who are related to management and execution of activities that become attractions of religious tourism there.

Results show that management at the cemetery of *Sunan Gunung Jati* still use traditional system which has been agreed upon long time ago. There are some points of the management of the religious tourism which already handled properly, however there are some points that cannot be handle yet, such as permissions to enter the sacred area by the keymaster. Parties other than the keymaster of *MSGJ* only has small role in management and execution of the tourist attractions at *MSGJ*.

Keywords: *MSGJ*, keymaster, management, religious tourism