

## ABSTRACT

This research aims to analyze the variation of components which is found in the traditional ceremony “Rasulan” so the traditional ceremony can be developed as attraction for tourism culture. The process of traditional ceremony “Rasulan” in Purwodadi village is included the opening ceremony, performing art, culture carnival, and closhing ceremony. The research is conducted using field research method. The reaserch data is collected by doing observation, interview, documentation, library research, and data analysis. The following analysis is explained in the form of tables according to each potential subs in using descriptive qualitative. The result is showed that almost all of the components have the tourist attraction. The component that has plus sign (+) is the component with tourist attraction. The component which has sign (+/-) is neutral and the component with minus sign (-) means that the component has no tourist attraction.

**Keywords:** Rasulan, Purwodadi, Tourism culture, Traditional ceremony, Potential.

## ABSTRAK

Penelitian ini bertujuan menganalisis komponen-komponen apa saja yang ada di upacara adat Rasulan sehingga dapat dikembangkan sebagai atraksi wisata budaya. Proses upacara adat Rasulan Desa Purwodadi meliputi pentas pembukaan, pentas kesenian, kirab budaya, dan pentas penutupan. Penelitian ini dilakukan menggunakan metode penelitian lapangan. Data penelitian ini dikumpulkan dengan observasi, wawancara, dokumentasi, studi pustaka, dan analisis data. Selanjutnya analisis tersebut dijelaskan dalam bentuk tabel sesuai dengan sub-sub masing-masing potensi secara deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa hampir semua komponen memiliki daya tarik wisata bagi wisatawan. Komponen yang dinyatakan memiliki daya tarik diberi tanda plus (+), komponen yang dinyatakan netral diberi tanda (+/-), dan komponen yang tidak memiliki daya tarik ditandai dengan tanda minus (-).

**Kata kunci:** Rasulan, Purwodadi, Wisata Budaya, Upacara Adat, Potensi