



## Impact of Revitalization of Social Cultural Changes in Culture (Case Study in Serang Village Kasemen Banten)

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**Abstract.** Banten Province, located in the western part of the island of has a region with very historical value. high, the old Banten area. Now the condition of the Banten Region has been untouched for a long time and has been left for years. The development of the old Banten Region is increasingly making the meaning of the region fade and making the object of the old historical Banten area sink. Banten Provincial Government in 2018 in collaboration with the City and Serang District governments finally began implementing a revitalization program with the aim of restoring the glory of old Banten, and increasing the number of visitors to the old Banten region. However, the phenomenon that occurred regarding the revitalization of the old Banten area turned out to have an impact on changes in the socio-cultural community around the old Banten Cultural Heritage area, namely in the Village of Kasemen Serang. The purpose of this research is to find out the picture of social and cultural changes in the people of Banten Kasemen Serang Village. In this study, researchers used a case study method with a qualitative approach, interviews were conducted on the main informants namely the Banten Provincial Tourism Office, the Public Housing Agency and the Banten Province residential area, the community and tourists based on these interviews obtained results and the conclusion that the community's mentality was not ready to accept innovations. carried out by the government, the community considers revitalization carried out as not having an upward impact on them.

**Keywords:** revitalization, long time offer, social culture

**INTRODUCTION** ~ Banten Province, located in the western part of the island of Java, has an area of very high historical value, namely the old Banten region. The area is an urban cultural heritage located in the city of Serang. This makes the area dubbed the *urban heritage*. The area is part of the historical story of the formation of Banten province and also the area is a remnant of the glory of the kingdom of the Sultanate of Banten since 1500 AD. The old Banten region was very important in spurring the development of the region, at that time the existence of the Old Banten was a growth of the city and the center of economic activity concentrated around the Old Banten area.

The old Banten region was the center of the

civilization of its time. This region had experienced the peak of glory five centuries ago precisely in the XVI century. The glory of the old Banten region at that time was marked by the strong relations between the Banten community and the international community. So that the Banten region had long been a center of international trade, at that time traders from Persia, China, India, the Philippines, Vietnam, Japan, Arabia to European nations, even the Dutch colonials who at that time colonized this nation had landed in ports around the region Old Banten. The strength of this relationship has had a significant impact on the lives of the Old Banten people. The influences of the international community on the culture of



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the old Banten people, of course, can result in cultural acculturation. So that adds to the uniqueness of civilization at that time which became a reality of the glory of the old Banten people. The form of the glory of the Old Banten people at that time could not be seen in full, but we could interpret it through the remnants that remained at that time. Remaining remains are currently in archaeological sites such as the Surosowan palace complex, Grand Mosque Complex, Ki Amuk Cannon, Sultan's High Pacinan Mosque, KratonKaibon Mosque Complex, Koja Mosque, Kerkhof, Speelwijk Fortress, Chinese Temple, WatuGilang, Sultan's Grave , The Kenari Great Mosque, and cultural heritage objects in the old Banten Museum.

Now the condition of the Banten Region has been untouched for a long time and has been left for years. The development of the old Banten Region is increasingly making the meaning of the area fade and make the old historical Banten object become worse and unsightly, so that the

old Banten region has decreased physical quality, besides that it also shows the disharmony of functions in the old Banten area, such as the Palace Surosowan and BentengSpeelwijk caused by informal sector traders and used as a place to play ball in the cultural heritage building. This condition was also stated in a research journal (Hizmiakanza, ITS Engineering, Vol 7, No2,2018) that the old Banten region also seemed to be experiencing a setback in terms of physical aspects.

Behind the condition of the old Banten cultural heritage area it turns out there is one thing that is noticed by the government that is the number of tourists increases every year, if the old Banten area is left with poorly maintained conditions then it is possible in the following years that the number of visitors will decrease then before that there was a government revitalizing the old Banten cultural heritage area. The following data on the number of tourists is increasing every year, this is illustrated in table 1:

**Table 1.** Number of Tourists Visiting Banten Region Old

Years	Number of Tourists
2011	10.456
2012	11.765
2013	18.755
2014	20.414
2015	37.785
2016	45.685
2017	57.475



With an increase in tourist visits to old Banten, it may be felt that revitalization is necessary. The Government of Banten Province in 2018 in collaboration with the City and Regency of Serang finally began implementing a revitalization program with the aim of restoring the glory of old Banten, and increasing the number of visitors to the old Banten region, as well as the condition of the old Banten region which never changed, finally the government conducted a revitalization program. The revitalization process carried out by the local government basically only covers physical aspects of the buildings and spaces of the old Banten area, such as the construction of parks around the old Banten area, repairing roads that tend to be damaged and potholes towards the pilgrimage tourist area, then parks decorated with chairs around Surosowan Palace, the installation of the ivory white umbrella of Medina in the old Banten Great Mosque.

However, the phenomenon that occurred regarding the revitalization of the old Banten area turned out to have an impact on the socio-cultural changes of the community around the old Banten Cultural Heritage area, namely in the Village of KasemenSerang, where this village is located right in the old Banten Cultural Heritage area.

The change is illustrated based on observations made in the environment of

Banten Village KasemenSerang District. Began to reduce social interaction, then the waning of solidarity in the community, reduced art activities in the area, regional arts such as *debus* and others are done no longer on the basis of sincerity but with the aim of earning income from the activities carried out, now street vendors who sell in the area has been relocated and placed outside of the palace environment which according to the community is not appropriate to sell, abuse of the area after revitalization also occurred from young people, the environment of the old cultural heritage area of Banten is now used as a place for dating until late at night, which is the main thing after the revitalization, it turns out that the mentality of the community is still not ready for an innovation, all of which have at least been reflected in a number of things that have changed after the revitalization, the community considers that this does not have a good impact they are, environmental cleanliness is still not maintained.

Based on the phenomenon of socio-cultural changes that occur in the people of Banten Village, it turns out to be relevant to the cultural lag theory of cultural lag put forward by William f. Ogburn. (Setiadi and kolip, 2011, p. 143) explains the theory of *cultural lag*, namely: The theory of community change proposed by William F. Ogburn called *cultural lag* or cultural underdevelopment, which means that



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sociocultural growth and development is not always as fast as community attitudes and mentality. Or it can also be interpreted as a community attitude that is not or not mentally ready to follow the changes.

Based on the background described above by looking at the description of public behavior both before and after the revitalization, researchers feel interested in conducting research regarding social cultural changes that occur in the community environment, as for previous research in the journal (Hizmiakanza, ITS Engineering, Vol 7, No 2.2018) only discusses the environmental condition of the cultural heritage area that is not maintained and requires a revitalization. In this case, the research conducted by researchers is different from previous studies, because researchers will focus their research on social and cultural changes in society.

## METHOD

In this research researchers use the case study method with a qualitative approach, according to Bogdan and Biklen (1992, p. 3) "qualitative research is often called naturalistikinkuirir meaning the assessment process carried out in natural field situations (not in the laboratory), can use data collection techniques through observation, interviews, and documentation studies, where researchers interact naturally with the research subjects. And in the case study method (Creswell, 2008, p. 19). Reveal that case studies are a research strategy in which researchers investigate carefully a

program of events, activities, processes or groups of individual cases that are limited by time and activity and that researchers collect complete information and use data collection procedures based on a predetermined time. The informants in this study are the government, namely the Banten Provincial Tourism Office and the Public Housing and Banten Province Resettlement Office where this Dinas is in charge of conducting revitalization, then the people of Banten Village KasemenSerang and tourists. The location of this research was conducted in Banten Village, Kasemen District, Attack.

The observation technique used was participant observation, so that the researcher directly plunged in directly and participate in the community environment to see various kinds of phenomena that exist, as well as can investigate individual behavior in social situations such as ways of life, social relations in society, and others. others (Hasanah, 2016). Interview technique used in this study is in-depth interviews (in-depth interviews) is the process of obtaining information for research purposes by way of question and answer and face to face interview with the informant or the person being interviewed, with or without using (guide) interviews, where interviewers and informants are involved in relatively long social life (Rahmat, 2009). By conducting in-depth interviews with informants, accurate data on the socio-cultural changes that occur can be produced.



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**RESULTS AND DISCUSSION**

**Of Community Response About  
Revitalization Of Banten Cultural Reserve  
Area**

The revitalization of the old banten cultural heritage area which has been carried out several stages has certainly caused many reactions, especially from the community which felt its influence, revitalization which carried out various responses to the old and the likes of dislike, like that. happens according to the view of the community is not in accordance with what should be obtained. Banten Village community considers that the government undertakes revitalization solely to carry out a program, without wanting to know so fully what the wishes of the surrounding community are, although basically the government's intentions and objectives to carry out revitalization look good but it still cannot make the community respond well full of that. The community considers that the revitalization carried out is not at all profitable for them especially for people who trade around the area, because the community considers that after being revitalized they are not fully facilitated for the people who trade they are placed far from where they previously traded. Then the community also considers that the revitalization is done at least eliminates the function that should be a pilgrimage tourism area that seems very religious, after the revitalization of the community complained that the area is still often misused by young people to have a disability until the evening it is felt very

unfortunate by the community and it is advantageous for them young people to make love in public places.

**Changes In Social Culture Of Banten Village**

The socio-cultural changes that occur in the community mark that social life is truly dynamic. We as individuals constantly experience changes both physically and intellectually. So it is with the collection of individuals and their interaction patterns called society. The community is always experiencing development, a better direction or not, that's another matter, certainly the life of the community is always dynamic in other words social cultural change has become part of people's lives.

At first Banten villagers did not expect that the cultural heritage area would be revitalized and the majority of community life went on as usual, although there were indeed some habits that could be said to be bad before revitalization, namely environmental cleanliness that could not be maintained around the old Banten cultural heritage area. The renewal or revitalization of the old Banten cultural heritage area with the aim of revitalizing the area, to make it look attractive and gain the sympathy and interest of visitors, turns out to cause changes in the socio-cultural community.

These changes are illustrated Begin to reduce social interaction, then waning solidarity within the community, reduced art activities in the area regional arts such as Debus and others are done no longer on



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the basis of sincerity but with the aim of earning income from activities carried out, now the peddlers five who sell in the area have been relocated and placed outside the palace environment which according to the community is not appropriate to sell, abuse of the area after revitalization has also occurred among young people, the environment of the old cultural heritage area of Banten is now used as a place for dating until late at night, which being the main thing after revitalization, it turns out that the mentality of the community is still not ready for an innovation, all of which are at least illustrated by a number of things that have changed after revitalization, the community considers that this is not at all bring good impact for them, environmental cleanliness up to now still cannot be maintained.

## CONCLUSIONS

Revitalization carried out by the government basically has a very good goal which is to restore the former glory of Banten and increase the number of tourists who visit, revitalization is carried out with several stages starting from the first stage until now has done the second stage. But behind the good wishes of the government turned out to have an impact on social and cultural changes in the community of Banten Village KasemenSerang, the community considered that the revitalisasi did not provide any fresh air or such a good impact on them, starting from the misuse of regional areas as tempat dating until

traders are regulated in a place where it is still unclear where it will be placed which means it can be concluded that the mentality of the community is still not ready to accept the innovations that occur, the community is still holding fast to the old mindset and left behind. The

the government should be able to focus more on how the condition of the community afterwards, so that the mentality and understanding of the community can be more advanced and developed for an innovation, socialization and a deep understanding of revitalization need to be done as often as possible so that no conditions such as this are currently being experienced. There needs to be a good collaboration between the community and the government in determining the policy of implementing revitalization. The point is planning from below, so that the community will be aware of their responsibilities in participating. The importance of community participation in the only hope to facilitate the achievement of the goal of revitalization

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