
Leadership of The Head of Culture, Tourism, Youth The and Sports Department in Development of Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency

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ABSTRACT

Purpose: The purpose of the research that the authors do is to find out how the leadership of the Head of the Culture and Tourism Department in the development of the Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency and what factors influence the development of the Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency.

Design/methodology/approach: The research method used is a qualitative method which is descriptive in nature. The research that the author does is to explore, find and explain the leadership of the Head of the Culture and Tourism Department in developing the Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency.

Findings: The results of the leadership research of the Head of the Culture and Tourism Department in the development of the Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency, are that the development of cultural heritage in Cirebon Regency is not yet optimal and does not have a legal umbrella related to the preservation of cultural heritage in Cirebon Regency.

Research limitations/implications: The research that the author has done is about the leadership of the Head of Culture and Tourism Department in the Development of the Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency. Based on the observations made by the author, there are symptoms of problems in the development of tourist destinations for the Nyi Mas Gandasari Site in Depok District, Cirebon Regency, that is the less optimal development of the Nyi Mas Gandasari Site carried out by the Cirebon Regency Culture and Tourism Department. Based on these problems, there is an identification of the problem, such as How the Role of the Culture and Tourist Department Leadership in the development of the Nyi Mas Gandasari Site Tourism Destination in Depok District, Cirebon Regency, what are the obstacles to the role of the Culture and Tourism Department Leadership in the Development of the Nyi Mas Gandasari Site Tourist Destination in Depok District Cirebon Regency and what efforts are made to overcome obstacles in the Leadership of the Head of the Culture and Tourism Department in the development of the Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency.

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I. INTRODUCTION

As a country with abundant cultural wealth, Indonesia is a country that has great historical value in all sectors, one of which is tourism. Tourism in Indonesia is an industry that must receive special attention from the government in its development.

The development of the tourism industry has a strong influence in the development of the areas around tourism objects. With the existence of this tourism industry, the surrounding areas will not become underdeveloped areas, with the tourism potential they have, it must be able to be used as motivation to develop the area and can increase the people's original income from the tourism sector.

Indonesia with many provinces in it consisting of many islands and various cultures and customs make Indonesia a country with attractive tourist destinations to attract both local and foreign tourists. One of them is West Java province which is a province with tourism potential that offers a variety of interesting tourist objects to visit.

In West Java, one of the interesting tourist spots to visit is Cirebon Regency. Cirebon Regency is an area with great potential which continues to experience many developments. One of the advantages that exist in Cirebon Regency is its religious tourism which is quite interesting, including the Sunan Gunung Jati Tomb in Gunung Jati sub-district, Mbah Kuwu Sangkan's tomb in Talun sub-district, the Buyut Trusmi site in Plered sub-district and the Nyimas Gandasari Site in Depok sub-district.

Of the several religious tours in Cirebon district, the researcher focused more on the Nyi mas Gandasari site because it was more interesting to study, with the history of Nyi Mas Gandasari which was quite interesting to review and study.

Nyi Mas Gandasari is a descendant of the Cirebon Sultanate, Nyi Mas Gandasari is the adopted son of Ki Pandan Wangi, She teaches panuragan to her until adulthood. Her name when she was a girl was called Nimas but when she grew up she changed her nickname to Nyimas. The name "Mas" does not mean she is male, but Mas comes from gold precious metals so a title of glory for someone.

Nyi Mas Gandasari site is a religious tourism object as well as a cultural heritage that is directly under the auspices of the Cirebon regency government, in this case the Cirebon regency culture and tourism office. This historical site should be able to be well managed, developed and preserved for the sake of preserving a cultural heritage which is an asset for Cirebon regency.

However, the fact is that the Nyi Mas Gandasari site does not get serious attention from the local government in its preservation. Not only that, the community around the site location also lacks awareness of preserving the site. In fact, not a few people do not understand the history and values that exist at the site. This is clearly the responsibility of the Cirebon regency culture and tourism office which should receive special attention to the Nyi mas Gandasari site. Not only that, the surrounding community also needs to be educated about history and the importance of preserving culture. The Cirebon district culture and tourism office should be able to carry out development in order to maintain cultural preservation.

The role of leadership is needed in the development of the Nyi Mas Gandasari site, because to realize this development requires a leadership role from the cultural and tourism office itself as the leading tourism sector.

II. METHODOLOGY

The research method is basically a scientific way of obtaining data for specific purposes and uses. The author uses a research method, that is descriptive qualitative method. In qualitative research, researchers conduct research in a way that describes problems that are synergistic when the research is carried out.

The reason why author chose the qualitative research method is because the research conducted was not to look for relationships between variables in the object under study were interactive, such as influencing each other, but research was carried out to explore, find, and explain about "Leadership of the Head of Culture, Tourism, Youth and Sports Department in Development Tourist Destinations for Nyi Mas Gandasari Site in Depok District, Cirebon Regency".

The sample or informants involved are people who can provide information about the situation and conditions of the research background. The technique of selecting informants is by using purposive sampling, which means that sampling or informants are selected according to their needs. The informants in this study were key informants, such as:

1. Head of the Cirebon Regency Culture, Tourism, Youth and Sports Department
2. Nyi Mas Gandasari Site Interpreter

Data engineering is a step in research, because the main objective of the research is to get data. Sugiono (2017) states that: "In qualitative research, data is carried out in natural settings (natural conditions), primary data

sources, and the latest data techniques are more in participatory observation as well, in-depth interviews and documentation".

Data collection carried out by the author includes Sugiono (2017):

1. Literature Study

Such as the technique of reading data by studying literature, books, documents and other written sources that exist with the problems that the author is researching for the author needed as reference material and research reference.

2. Field Study

Three techniques were carried out in the field study, such as:

- 1) Observation, that is the technique of tracking data by making direct observations at the research location.
- 2) Interview, which is a data analysis technique by means of direct question and answer with Key Information.
- 3) Documentation, by taking documents in written form such as diaries, life histories, stories, biographies, regulations, policies and documents in the form of pictures / photos that are relevant to the problem under study.

The types of data used in this study are as follows (Dr.Harbani Pasolong, 2013):

1. Primary data, that is using the informant interview method, namely interviewing data with interviews with interested parties.
2. Secondary data, done by searching for available data required by the author as a reference and research reference material. Such as reference materials, literature, through the literature needed by the author.

The data validity test in research, often only emphasized on the validity and reliability tests. Validity is the degree of consistency between the data that occurs on the object of research and the power that can be reported by the researcher. Thus, valid data is data that does not differ between the data reported by the researcher and the real data. In this case, reliability relates to the degree of consistency and stability of the data or findings (Sugiono, 2017).

(Sugiono, 2017), testing the validity of data in qualitative research includes: "credibility (internal validity), transferability (external validity), dependability (reability) and confirmability (objectivity)".

The author validates the data by performing triangulation techniques. Wiersma Sugiono (2017), states that: "Triangulation is qualitative cross-validation. It assesses the sufficiency of the data according to the convergence of multiple data sources or multiple data collection procedures".

Triangulation in credibility testing is defined as checking data from various sources in various ways, and over time. Thus there is triangulation of sources, triangulation of data collection techniques and time.

The author's reason for conducting the triangulation technique is that this technique can eliminate differences in reality construction that exist in the context of a study when collecting data about various events and relationships from various views.

The methods used in this triangulation are as follows:

1. Comparing data from field observations and interviews with informants.
2. Comparing what people say in public with what people say in private.
3. Comparing the results of the interview with the contents of a related document.

Data checking was carried out to ensure that the data obtained was accurate and valid, so data validity was carried out using triangulation techniques, that is by asking the same questions to different informants on the data and informants from the interview results.

The data analysis technique used in this research is descriptive technique, which is a writing that describes the actual situation at the time of the research. Then the data is analyzed, interpreted and assisted with additional information that can support the research. So this research uses how the leadership of the Tourism Culture Tourism Youth and Sports in the Development of a Tourist Destination for the Nyi Mas Gandasari Site in Depok District, Cirebon Regency.

Miles and Huberman in Sugiono (2017) suggest that activities in qualitative data analysis are carried out interactively and continue to completion, so that the data is saturated. Activities in data analysis are:

1. Data Reduction
2. Data Display
3. Conclusion Drawing / Verification

III. RESULTS AND DISCUSSION

A. Leadership of the Culture , Tourism , Youth and Sports Department in the Development of the Nyi Mas Gandasari Site Destination in Depok District, Cirebon Regency

Leadership (Kepemimpinan) comes from the word “pimpin” (lead). The word “pimpin” (lead) contains the meaning of directing, building or managing, guiding and showing or influencing. Leaders have responsibility both physically and spiritually for the success of the work activities of those they lead, so that being a leader is not easy and not everyone will have the same in carrying out their leadership.

Leadership in the Cirebon Regency cultural and tourism department continues to be improved to continue to improve the performance of its employees in accordance with the leadership's ability or competence in carrying out their duties. According to Hamalik,(2015) The Role of Leadership:

1. Role as a catalyst
2. Role as a problem solver
3. Role as a source of liaison
4. Role as a communicator

Based on the above theory, the writer will describe the Leadership of the Head of the Culture and Tourism Department in Developing a tourist destination for the Nyi Mas Gandasari Site in Depok District, Cirebon Regency

B. Role as a Catalyst

The role as a catalyst is the leadership's ability to identify problems and the leader figure in formulating problems and the leader figure in formulating the factors of problem arising. The role as a catalyst in the Cirebon Regency Culture and Tourism Department can be described as follows according to Mr Drs.H.Hartono, M.M. as the Head of the Cirebon Regency Culture and Tourism Department said that there was a problem that occurred in the development of the Nyi Mas Gandasari Site, that is financial assistance for limited physical development. As well as rejuvenation at the Nyi Mas Gandasari site has never been done. If there is a problem regarding the physical site, Nyi Mas Gandasari, the Head of the Cirebon Regency Culture and Tourism Department, only provides stimulant funds.

The results of the interview with Mr. Wira as the Head of the Nyi Mas Gandasari Site in Depok District, the author describes the following according to Mr. Wira as the Head of the Nyi Mas Gandasari Site, Depok District, said that the leadership of the Cirebon Regency Culture and Tourism Department in terms of rejuvenating the Nyi Mas Gandasari Site has never been done.

The author concludes that the leadership role of the Cirebon Regency Culture and Tourism Department in rejuvenating the Nyi Mas Gandasari Site has not been maximally proven by never having done the rejuvenation of the site.

Thus the authors state that these results are not in accordance with the dimensions of the role as a catalyst in the concept of leadership capability where the leadership should rejuvenate the Nyi Mas Gandasari Site so that the tourism potential of the Nyi Mas Gandasari Site develops.

C. Role as Problem Solver

The role of problem solver is the leadership's ability to act quickly, the leadership's ability to act appropriately and the leadership's ability to act responsively in every problem. The role as a problem solver in the Cirebon Regency Culture and Tourism Department can be seen from the results of interviews with informants as follows:

The author describes as follows according to Mr Drs.H.Hartono, M.M. as the Head of the Cirebon Regency Culture and Tourism Department said that the regional regulation is an obstacle in the development and preservation of cultural heritage, in this case the head of the Culture and Tourism Department only provides stimulant funds.

The results of the interview with Mr. Wira as the Head of the Nyi Mas Gandasari Site, Depok District. So the authors describe as follows, according to the results of an interview with Mr. Wira as the key member of the Nyi Mas Gandasari site in Depok District. Whereas in terms of the leadership of the Culture and Tourism Department in assistance for cultural heritage, Nyi Mas Gandasari has provided stimulant funds for every activity on the Nyi Mas Gandasari site.

Thus the authors state that these results are good enough with the dimensions of the role of leaders as problem solvers, in this case the leadership makes good policies by providing stimulant funds for the cultural heritage of Nyi Mas Gandasari.

D. Role as Liaison Resources

The role as a source of liaison is the leadership's ability to find sources with regard to the condition and the ability of the leader to find sources with regard to needs. The role of liaising resources in the Cirebon Regency Culture and Tourism Department can be seen from the results of interviews with informants as follows:

So the authors describe as follows, according to Mr Drs.H.Hartono, M.M. as the Head of the Cirebon Regency Culture and Tourism Department, explained that his role was quite good as a Source Liaison if there were obstacles or obstacles he would cooperate with other agencies to find joint solutions.

The author describes the following according to Mr. Wira as the Head of the Nyi Mas Gandasari Site, Depok District, said that the leadership of the Cirebon Regency Culture and Tourism Department in terms of providing assistance to connect the construction of a fence around the Nyi Mas Gandasari Site with the Ministry of Culture and Tourism was carried out in 2018 and completed construction at the end the year 2018.

With this, the authors state that these results are sufficiently good in the dimensions of the leader in connecting sources on the concept of the leader's ability to work with regional and central agencies to provide solutions for Nyi Mas Gandasari's site in physical development.

E. Role as a Communicator

The role as a communicator is the leadership's ability to communicate effectively and the leadership's ability to convey messages well and clearly. The role as a communicator in the Cirebon Regency Culture and Tourism Department can be seen from the results of interviews with informants as follows:

The author describes as follows according to the results of an interview with Mr Drs.H.Hartono, M.M. as the head of the Cirebon Regency Culture and Tourism Department, explained that his role as a communicator is quite good in conveying messages and communicating effectively through online and print media to promote cultural heritage in Cirebon district, especially the Nyi Mas Gandasari site.

The author describes as follows, according to Mr. Wira as the Head of the Nyi Mas Gandasari Site, Depok District, said that the leadership of the Cirebon Regency Culture and Tourism Department had provided education on the history of Nyi Mas Gandasari and the lack of optimal promotion of the Nyi Mas Gandasari Site was proven by not optimal visitors.

With this the authors state that these results are good enough the dimensions of the role as a communicator in the concept of a leader in conveying messages through online and print promotions and providing historical education on the site of Nyi Mas Gandasari to Site Interpreter.

F. What Factors Hinder the Leadership of the Cirebon Regency Culture and Tourism Department in the Development of Tourist Destinations for the Nyi Mas Gandasari Site in Depok District, Cirebon Regency

In developing the tourist destination of the Nyi Mas Gandasari site in Depok District, Cirebon Regency, the leadership often experiences obstacles that make the development of the cultural heritage site of Nyi Mas Gandasari not yet optimal. Among these obstacles the writer has interviewed several informants who are expected to provide appropriate data.

The results of the interview with Drs.H.Hartono, MM as the head of the Cirebon Regency Culture and Tourism Department, the author describes the following according to Drs.H.Hartono, Mm explained that in developing cultural heritage tourism destinations in Cirebon Regency, especially the Nyi Mas Gandasari site, In the form of a legal umbrella, first in this case in the form of a Regional Regulation on Cultural Heritage, so that the Development and Preservation of cultural heritage in Cirebon Regency has a clear budget.

The results of the interview with Mr. Kuncen (Site Interpreter), as the Head of the Nyi Mas Gandasari Site in Depok District, Cirebon Regency, the author describes the following, according to Mr. Wira, explaining that in developing the Nyi Mas Gandasari Site, there are several obstacles, such as, the ineffective promotion system carried out by the Cultural and Tourism Department and the absence of the role of the Culture and Tourism Department in the rejuvenation of the Nyi Mas Gandasari Site.

From the presentation of the results of the research above regarding the unsuccessful leadership of the Culture and Tourism Department in the development of the Nyi Mas Gandasari Tourist Destination Site, it is influenced by several factors that become obstacles both in its preservation and development itself.

The author concludes that in the development and preservation of the Nyi Mas Gandasari Site in Depok District, there are obstacles because there is no legal umbrella regarding the preservation and development of cultural heritage in Cirebon Regency, this is the cause of the suboptimal performance of the Culture and Tourism Department's Leadership in Repair and full support on the Nyi Mas Gandasari site.

G. The Efforts of the Leadership of the Cirebon Regency Culture and Tourism Department in the Development of Tourist Destinations for the Nyi Mas Gandasari Site in Depok District, Cirebon Regency

In the development of the Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency, the Leadership Made Efforts so that the Development of the Cultural Heritage at the Nyi Mas Gandasari site runs optimally. Among these efforts the author has interviewed several informants who are expected to provide appropriate data.

The results of the interview with Drs.H.Hartono, MM as the Head of the Cirebon Regency Culture and Tourism Department, the author describes the following according to the key informant Drs.Hartono, Mm as the Head of the Cirebon Regency Culture and Tourism Department said that in an effort to develop the Nyi Mas Site Gandasari is carried out by supporting and providing stimulant funds in every activity of the Nyi Mas Gandasari Site and promoting the Nyi Mas Gandasari Site to the Cirebon Regency Society and its surroundings through online media belonging to the Cirebon Regency Culture and Tourism Department.

The results of the interview with Mr. Wira as the Head of the Nyi Mas Gandasari Site in Depok District, the authors describe the following according to the Supporting Information of Mr. Wira as the Head of the Nyi Mas Gandasari Site, Depok District, said that efforts to develop the Nyi Mas Gandasari site are more concerned with both in terms of infrastructure and promotion.

The results of the interview with Mr. Nana nuryana as a visitor to the Nyi Mas Gandasari Site, Depok District, the authors describe the following according to the supporting information of Mr. Nana nuryana as a visitor to the Nyi Mas Gandasari Site, Depok District, said that the effort that must be done is that there must be good cooperation between the Cultural Department and Cirebon Regency Tourism with the management of the Nyi Mas Gandasari Site and the need for improvements in the balong bath of the Nyi Mas Gandasari Site so that visitors feel safe and comfortable.

Thus the authors conclude that in an effort to develop the Nyi Mas Gandasari Site in Depok District, the Culture and Tourism Department made efforts to develop the Nyi Mas Gandasari site, such as conducting site data collection, promoting, supporting and providing stimulant funds. According to Mr. Wira, the Culture Department should pay more attention to the development of the Nyi Mas Gandasari site and make improvements to the balong baths on the Nyi Mas Gandasari site as conveyed by informants who support visitors to the Nyi Mas Gandasari site.

IV. CONCLUSION

The leadership role of the Head of the Cirebon Regency Culture and Tourism Department has not been running optimally, because there are several dimensions that have not been effective, such as:

A. Leadership of the Culture and Tourism Department in the Development of the Nyi Mas Gandasari Site Destination in Depok District, Cirebon Regency.

Role as a catalyst

Its role as a catalyst has not run optimally because there has been no rejuvenation of the Nyi Mas Gandasari Site. This is still an obstacle to the Cirebon Regency Culture and Tourism Department. If there is a problem regarding the physical site, Nyi Mas Gandasari, the Head of the Cirebon Regency Culture and Tourism Department, only provides stimulant funds. No wonder the Nyi Mas Gandasari site building has some damage.

Therefore, there must be a commitment from the Cirebon Regency Culture and Tourism Department to provide continuous assistance and rejuvenate all of the Cultural Heritage in Cirebon Regency, especially the Nyi Mas Gandasari Site. This commitment is very important in order to update the building on the Nyi Mas Gandasari Site which is damaged or dull. This also affects the attractiveness of tourists to the site.

Role as a problem solver

The role of problem solver is the leadership's ability to act quickly, the leadership's ability to act appropriately and the leadership's ability to act responsively in every problem. In this case, the role of the leader as a problem solver is still not optimal because there is no regional regulation that regulates cultural heritage in Cirebon Regency. So that the role of the Department of Culture and Tourism is very limited in terms of its ability to preserve and develop Cultural Heritage, especially the Nyi Mas Gandasari Site.

If there is no regional regulation that regulates Cultural Heritage, then the Cirebon Regency Culture and Tourism Department does not automatically receive a portion of the Regional Revenue and Expenditure Budget (APBD) funds to carry out conservation and development optimally. In this case, the leadership carried out another policy by providing stimulant funds to the Nyi Mas Gandasari site in every activity to be held.

Role as a source of liaison

The role as a source of liaison is the leadership's ability to find sources with regard to the condition and the ability of the leader to find sources with regard to needs. The Cirebon Regency Culture and Tourism Department collaborates with the Cultural Heritage Conservation Center in managing the environmental management of the Nyi Mas Gandasari Site. In this case the Cultural Heritage Conservation Center is an extension of the Ministry of Culture and Tourism.

Managing the Cultural Conservation environment must maintain the values of beauty by not changing the initial building. in this case also the Culture and Tourism Department in collaboration with the Cipta Karya Office of Cirebon Regency regarding the construction of road infrastructure that becomes tourist access.

Role as a communicator

The role as a communicator is the leadership's ability to communicate effectively and the leadership's ability to convey messages well and clearly. This is related to the promotion that has been carried out by the Cirebon Regency Culture and Tourism Department through online media such as blogs, Facebook and Instagram, but the impact on the number of tourists on the Nyi Mas Gandasari site is not optimal as evidenced by the small number of tourists visiting every day except during events. certain activities such as Haul / Ngunjung Buyut Nyi Mas Gandasari activities.

B. What Factors Hinder the Leadership of the Cirebon Regency Culture and Tourism Department in the Development of the Nyi Mas Gandasari Site Tourist Destination in Depok District, Cirebon Regency

In the development and preservation of the Nyi Mas Gandasari Site in Depok Subdistrict, there are obstacles due to the absence of a legal umbrella regarding the preservation and development of cultural heritage in Cirebon Regency, this is the cause of the suboptimal performance of the Culture and Tourism Department Leadership in Repair and full support of activities on Nyi Site Mas Gandasari.

C. The Leadership Efforts of the Cirebon Regency Culture and Tourism Department in the Development of Tourist Destinations for the Nyi Mas Gandasari Site in Depok District, Cirebon Regency

In an effort to develop the Nyi Mas Gandasari Site in Depok District, the Culture and Tourism Department made efforts to develop the Nyi Mas Gandasari site such as conducting site data collection, promoting, supporting and providing stimulant funds. According to Mr. Wira, the Culture Department should pay more attention to the development of the Nyi Mas Gandasari site and make improvements to the balong baths on the Nyi Mas Gandasari site as conveyed by informants who support visitors to the Nyi Mas Gandasari site.

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