

CHAPTER I

INTRODUCTION

1.1. Background of the issue

Indonesia is a country rich in history. Starting from the history of the struggle for independence, to the history of the Kingdom era. Long before Indonesia established its independence, the Indonesian territory was previously known as the archipelago. The archipelago is divided into various areas controlled by kingdoms that have existed and are recorded in Indonesian History. The first kingdom in Indonesia was the kingdom of Kutai, which was established in the 4th century AD, in the province of East Kalimantan. The Kingdom of Kutai was one of the many kingdoms that had great and powerful power in its time. But apart from the Kutai Kingdom, there are other kingdoms that are no less big and strong. One of them is the Majapahit Kingdom. The Majapahit Kingdom was founded by Raden Wijaya, a descendant of the Singhasari kingdom, in the 12th century AD. The strength of the Majapahit Kingdom is evidenced by its ability to defeat the Kingdom of Kediri and repel the Mongol Army in the history of the establishment of the Majapahit Kingdom, and control almost all parts of the archipelago. (Sarip, 2020)

border area of Mojokerto Regency, East Java. Trowulan is directly adjacent to Mojoagung sub-district, Jombang regency. Trowulan has a tourism commodity with the existence of historical sites found in the region, and is closely related to the history of the Majapahit Kingdom. According to UNESCO, the capital of the Majapahit Kingdom is located in Trowulan, Mojokerto, East Java. This is evidenced by the discovery of various Majapahit heritage sites in the Trowulan area. In addition, the Trowulan Site is a site that is suspected to be the Capital of the Majapahit Kingdom. This site is located in the city of Mojokerto, East Java. In this place there are historical relics in the form of temple buildings, patirtaan, and buildings that are suspected to be the gateway to the Majapahit Kingdom. In this Trowulan area, various temple sites were found that are still standing today (Anggraeni & Handayani, 2020). Trowulan has a tourism commodity with the existence of historical sites found in the region, and is closely related to the history of the Majapahit Kingdom. This is the attraction of Trowulan to invite tourists to

come and witness firsthand the historical evidence of the Majapahit Kingdom that still exists today. Historical Tourism is one of the tourist attractions that can be enjoyed by all ages, from children to the elderly. This is because Historical tourism offers an educational experience for visitors. The education contained is of course about the history contained in the tour. If viewed from the educational aspect, tourists will get various kinds of lessons about the area or area they visit such as understanding the culture and even the historical value of the area(Ishak, 2020).

The attraction offered by Trowulan is the historical story of the Majapahit Kingdom as evidenced by the existence of heritage sites in the Trowulan area, and it is a historical tourist attraction. According to Suyatmin in 2014, history-based tourism is one of the potentials that are generally owned by each region, which makes the area different from other regions and even becomes a characteristic or characteristic of the region. Majapahit Historical tourist attractions in Trowulan District include Brahu Temple as a site that was once used to burn the bodies of members of the Majapahit Royal family. The Tikus Temple, as a temple site that was once used as a petirtaan or bathing place for the Majapahit Kingdom family. Wringin Lawang Temple, a site that is trusted by the community as the entrance to the Majapahit Kingdom area. Gentong Temple is a site that was once used by Prabu Hayam Wuruk as a place to perform Sradha ceremonies to honor the spirit of his mother, Tribhuwana Tungga Dewi. Bajang Ratu Temple, is a temple that is almost similar to Wringin Lawang Temple, as the entrance to the Majapahit Kingdom, but with quite different architecture. Petilasan Raden Wijaya is a burial site that is believed by the public to be the place where Raden Wijaya, the first king of the Majapahit Kingdom, lies. Petilasan hayam wuruk is believed to be the burial site where Prabu Hayam Wuruk, the king of the Majapahit Kingdom, lay. Fresh pond as a site for water storage used for the water needs of the Majapahit Kingdom. And the Majapahit Museum as a place to preserve artifacts, statues, sites, and other relics from the Majapahit Kingdom.(Sukmaratri et al ., 2018)

However, with the many historical sites that can be an attraction for visitors, tourists who visit historical attractions are not directly proportional to religious tourists who visit the tourist attraction of the Troloyo Religious Tomb in Trowulan which is the tomb of a spreader of Islam in the land of Majapahit in his time.

Troloyo's tomb is a favorite object for tourists or pilgrims from outside the region. According to data from *the official* data.mojokertokab.go.id [web database](http://data.mojokertokab.go.id) owned by the Mojokerto Regency Government, the total number of visitors to the historical tourist attraction of Majapahit is significantly proportional to the Troloyo Religious Tourism. The page states that the total number of visitors to the historical tourist attraction of Majapahit in Trowulan is 64,713 visitors, while the religious tourism of the Troloyo tomb reaches 351,721 visitors. From this data, it can be concluded that there is a difference between religious tourism visitors to the Troloyo tomb and the total visitors to Majapahit historical tourism as much as 4.4 times the total visitors to Majapahit historical tourism.

In addition, in an interview session with the speakers, with Mrs. Ira Fatmawati who is a staff of the conservation department, and also Mrs. Nurika Retniyawati, a History Librarian, who is a member of the East Java XI Cultural Preservation Center (BPK XI East Java). He mentioned that BPK XI launched a BPK Teaching program aimed at the community, especially students. BPK Teaching is an outdoor activity that invites the community and students to participate and be present in the process of preserving cultural heritage. According to Mrs. Ira, this activity is carried out in one place at the same time as conservation activities, be it from excavation to restoration. This activity began with a presentation of material by the BPK, after which the community and students were invited to witness the conservation process. This activity aims to educate the community and students to attend, so that they can increase knowledge and experience, besides that this activity is also expected to give rise to a sense of belonging so that the community and students take part in the preservation of cultural heritage. From this statement, it can be stated that students and their surrounding age, which is the age of adolescence, are concerned in providing information about the preservation and historical stories contained in existing cultural heritage objects. Students were chosen to be the attention in this activity, because they are the next generation candidates who are expected to be able to maintain historical heritage so that it is sustainable.

With the values offered, it is very unfortunate if the tourist attraction does not get attention from the public or visitors, even the phenomenon of cultural heritage creation activities so that it violates Law Number 11 of 2010. Because it can fade

the historical value contained in Trowulan. Therefore, it is necessary to take steps to publish information about Majapahit history to disseminate information about historical tourist attractions so that the value contained in them does not fade, be forgotten, and remain sustainable for the next generation. One of the online media tools used in doing business is social media. (Tasruddin et al ., 2021) The emergence of social media began with an initiative to connect people from all parts of the world. In the era of global affirmation, the internet is one of the main milestones to be used as a publication media, one of which is to publish historical education on tourist attractions in the Majapahit Kingdom. This is evidenced by internet user data by APJII (source: <https://apjii.or.id/>) showing a large number of internet users in Indonesia, namely on its official website it is stated that in 2024 as many as 221,563,479 people will be internet users dominated by Gen Z as much as 34.40%. Meanwhile, with this data, it can be concluded that the internet can be the right publication medium to republish Majapahit historical tourist attractions in Trowulan District and is expected to reintroduce the value of historical values contained in it by using video media. *The* social media platform that pertains to video media is youtube. Youtube is considered an effective video broadcasting platform on the internet, because it is supported by a large number of internet users in Indonesia. Recently, the technique of conveying information through infographics has been in demand again. Starting from books, posters, magazines, to videos (Widyasari dkk., 2018)

Documentary video is one of the media for conveying messages to the audience that contains documentation related to phenomena or issues that are occurring. According to Setiawan in 2019, video documentaries are a non-fiction genre that focuses on documenting aspects of reality in the storyline. Therefore, documentary videos are considered to be the right medium to be a medium for conveying information related to the history of Majapahit in Trowulan. Because documentary videos can convey factual information as it is, and can have a persuasive impact on the audience on the topic raised, namely related to the history of Majapahit in Trowulan.(Ramadan) et al ., 2020)

From the above explanation, it is necessary to take steps to publish information about tourist attractions that have historical value in Majapahit through a media that

is easily accessible to all levels of society, which is conveyed in a factual and real manner so that it is hoped that it can raise public awareness to visit and study the history of Majapahit, so that it remains sustainable. Therefore, in this design, the researcher designed a documentary video to introduce the historical value contained in historical tourist attractions in Trowulan. This is also motivated by the absence of media to introduce historical tourist attractions that specifically convey the potential that Trowulan District has. This design focuses on historical tourist attractions, the historical value contained, about the Majapahit Kingdom, which exists in Trowulan District. With this design, it is hoped that it can introduce the great potential that Trowulan District has to the wider community, history and socio-cultural conditions in which the sub-district does not fade quickly and remains sustainable.

1.2.Problem Identification

Based on the above explanation, several problems in this study can be identified as follows:

- a. From the questionnaire data obtained, as many as 98.3% of all respondents, dominated by Gen Z at the age of 17-25 years, do not know the historical story contained in the historical tourist attractions of the Majapahit Kingdom in Trowulan. Even though the age of 17-25 is the generation that is expected to be able to maintain and preserve the history and cultural heritage in Trowulan.
- b. According to APJII, Gen Z is the most dominant internet user. And according to the observation results, Gen Z is more interested in social media Instagram, Youtube, and TikTok, because they have content packaged in the form of videos. So a media for delivering information is needed to convey the historical values contained in the historical tourist attractions of the Majapahit Kingdom in Trowulan.
- c. From the questionnaire data, all respondents assessed that documentary video media is an interesting, effective and necessary media to be used as

a medium for conveying information about historical values in Trowulan, to be published on social media.

1.3.Problem Formulation

Based on the identification of the problem above, the formulation of the problem in this research is how to design a documentary video to convey information as an effort to introduce the historical tourist attractions of Majapahit, historical and cultural values in Trowulan to the wider community?

1.4.Problem Limitations

- a. This design is limited to historical tourist attractions in Trowulan District, which contain the historical value of the Majapahit Kingdom in the past.
- b. This design does not discuss the socio-cultural situation of Trowulan District which is a very broad global area, but the historical story of tourist attractions that are closely related to the history of the Majapahit Kingdom.

1.5.Purpose of Design

The goal that the researcher wants to achieve in this design is to design an information video that contains historical tourist attractions of Majapahit in Trowulan District, which is packaged with the story of Majapahit history conveyed with documentary video media to be a means of promoting historical tourist attractions in Trowulan District, Mojokerto Regency.

1.6.Benefits of planning

1.6.1. Academic Benefits

- a. The results of this design are expected to be used as a reference and become a useful contribution for students of the Faculty of Architecture and Design, especially the Visual Communication Design study program of the "Veteran" National Development University of East Java.
- b. The results of the design and research are expected to be a reference and help other research in general that is still closely related to the title, namely the design of a documentary video of historical tourist attractions in Trowulan District, Mojokerto regency.

1.6.2. Benefits of practice

- a. For the university, this design is expected to be useful as a reference and help other research belonging to students of the Visual Communication Design study program of the National Development University "Veteran" East Java.
- b. For researchers, this design is expected to be an experience and learning in terms of designing documentary videos.
- c. For the community, in this design, it is hoped that the design of this video can be an education to participate in the preservation of historical tourist attractions, and become a promotional medium to improve the community's economy.
- d. For visitors, this design is expected to increase interest in visiting historical tourist attractions in Trowulan District, so that it can improve the economy of the local community.

1.7. Design Framework

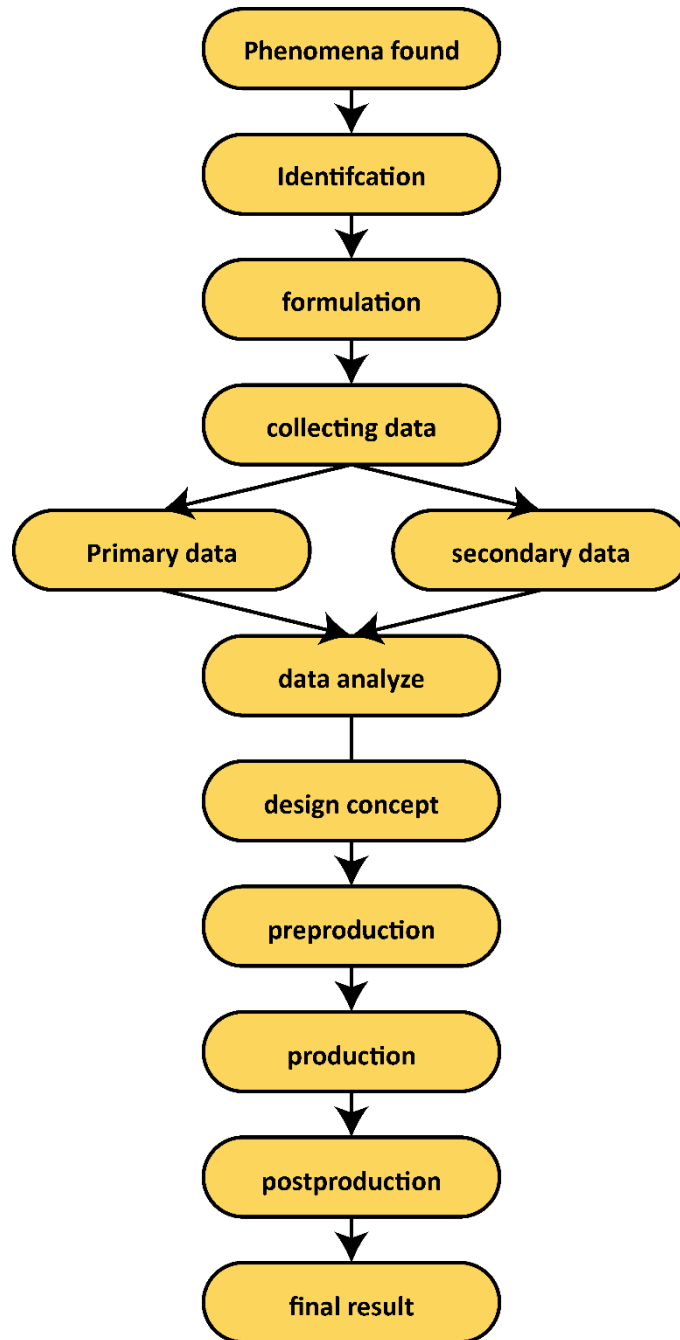


Figure 1. 1 (Planning Framework)

Source : (personal document)