

VAN DER WIJCK'S TRACE IN PANTURA: THE DEVELOPMENT OF TOURISM INDUSTRY BASED ON LITERARY-CULTURE SITE

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Abstract

As a literary-culture site, the Van Der Wijck Monument located on the northern coast of Lamongan poses its own intrigue for research and observation. This paper aims to portray the phenomena surrounding the Van Der Wijck Monument. The site denotes an important literary-culture premise designed to produce a strategic formulation concerning the development of a literary-culture-based tourism industry, regulative policies, and a local economic improvement strategy for the northern coastal communities of Lamongan regency. The problem that has arisen so far, the Van Der Wijck monument is that there is no serious handling from various parties, including the local government. The present research deploys descriptive-qualitative approach. The results of this study indicate that the development of Van Der Wijck Monument as a literary-culture site constitutes an effort to preserve the cultural site, leading to enhanced cultural restoration, increased knowledge and socio-economic capacity of the northern coastal community in Lamongan, East Java. Therefore, the strategic formula for developing the site as a tourism industry is projected to generate cultural memory, while at the same time empowering the local economy.

Keywords: Van Der Wijck Monument, literary-culture site, tourism industry development.

1. Introduction

Van Der Wijck Monument in Lamongan Regency, East Java, to date has portrayed alarming conditions. As one of the literary-based cultural sites, the monument should have received special attention from various parties, including literary community, the regional government, or the central government. These parties are responsible for restoring and ensuring the sustainability of the site.

In reality, the monument, since its initial construction, has remained perfunctory, and only a few have shown serious attention when it comes to the cultural site management system anchored to literary basis and value. Such endeavor holds crucial impact not only for

Indonesia (the archipelago), but also for the wealth of Southeast Asian literary, even the world. The monument has great potential to be developed in such a way to support creative industry. The industry is not only beneficial for the development of current literary, but also advantageous for the development of cultural tourism, which has a positive impact on the existing local and national economy.

It is imperative to bear in mind that the monument was built in 1936 to commemorate the ship sunk in the North Sea of Java Sea, Lamongan in East Java. The monument was built to portray the gratitude of Dutch Government to local residents who were willing to help victims (Zulkarnain, 2017, p. 2). Therefore, a monument was built as a memorial to Van Der Wijck. In the context of Indonesian literary, the story of Van Der Wijck Monument was later enshrined by Hamka (Haji Abdul Malik Karim Amrullah) in a novel of the same name, *Van Der Wijck Monument*, first printed in 1939 and written in a serial story in 1938 in the *Pedoman Masyarakat* magazine (Hamka, 2013, p. viii).

The novel itself was inspired by Van Der Wijck Monument. The ship left from Bali for Semarang and was docked in Surabaya. In the next voyage, the ship sank on Tuesday, October 20, 1936 while sailing in the waters of Lamongan, exactly 12 miles from Brondong beach. The ships carried 187 native people and 39 European citizens on board. The crew consisted of a captain, eleven officers, a telegraphist, a steward, five ship aides and 80 Indonesian crews. The news germane to the victim was blurred, since the number of passengers was not similar to the manifest. There were many undocumented native porters. Some said that 4 people died and 49 people were lost in the waves. Some others said that 58 people died and 42 people were missing (Agung, 2012). Departing from the tragedy, the Van Der Wijck's ship was an extraordinary historical event inspiring the advent of literary. The novel later became a reading for the citizens of Southeast Asia, even the world. Ironically, literary development, which possesses factual relations with historical aspects, especially in Lamongan regency, has not been fully taken into account.

Therefore, this research holds strategic values with respect to three things. First, it strengthens the connections between fiction and facts, in the context of literary development. At the same time, historical factual basis for a model of cultural tourism development is also enhanced therefrom. Second, tracing Van Der Wijck Monument as a historical and literary site will give rise to developing cultural tourism. Third, the study aims at developing and strengthening the economy and culture of the maritime community, especially on the northern coast of Lamongan, East Java.

2. Literature Review

Research concerning the development of academically based cultural has gained its traction recently. There are interesting issues researched by academics, ranging from the issue of regional-based cultural tourism development, the development of cultural tourism based on performance traditions, to the development of traditional ritual-based cultural tourism. All of these issues are deemed intriguing, at least due to the opportunity for developing cultural tourism policies. Given this potential, the present study delves into the previous relevant studies. There are several studies that need to be put forward with regard to tourism development studies to be described, setting the bedrock for developing more adequate subsequent studies.

Some of the results of previous studies conducted by Poerwanto, Mastika, dan Sirajudin (2009) about regional-based tourism development studies, Akriningsih (2012) regarding the management of cultural assets for tourism, Taufiq and Sukatman (2013) on the development of traditional arts-based cultural tourism, Akhmad Taufiq and Sukatman (2015) about the

development of traditional ritual-based cultural tourism, able to provide an overview of tourism development that can be done with various things. One of the strategic ones is the development of special interest tourism. This Van Der Wijck development tourist monument is included in the category of special tourism development.

Related to the previous study, the research on the development of literary-based creative industries for the development of cultural tourism, especially concerning the case study of Van Der Wijck Monument in Lamongan Regency, East Java, has drawn the researchers' interest. This is based on two academic reasons. First, this study seeks to explain the relation of fiction and facts, namely the reality of novels and historical empirical facts. Second, it is projected to generate something positive for local and Indonesian people. One of them is the development of cultural tourism which is expected to arouse its collective memory of literary treasures and its collective memory of the nation's history.

3. Research Method

This research was qualitative-descriptive in nature. Qualitative research generates descriptive data in the form of written or oral words from people and observable behavior. This qualitative approach was chosen because the data in the study were in the form of words, actions, and sentence descriptions concerned with the object of research. This research approach was chosen because the data in the study were words, sentences and paragraphs relevant to the research focus (Miles & Huberman, 2009, p. 15).

This research design was carried out to reveal, illustrate, and at the same time formulate a strategy for developing literary-based cultural tourism in Lamongan area of East Java, which departs from literary reality, drawn on the historical empirical reality of the Van Der Wijck Monument. As a preliminary study, the sociological approach of literary was used in the framework of understanding and explaining the phenomena of literary texts coupled with their relation to the reality of literary sites as real historical facts in the midst of society.

4. Results and Discussion

Considering the relationship of literary texts and historical sites, the sinking monument of the Van Der Wijck Ship has a unique fact, in that a social can be drawn and reflected in literary text. The novel "*Tenggelamnya Kapal Van Der Wijck*" by Hamka became a literary model of its time and succeeded to reflect the link between literary and history. In this context, Hamka has succeeded in attracting historical social reality in the space and dimension of literary, so a combination commonly known as synthesis between historical reality and literary aesthetics emerged. This model of portraying the reality in literary space provides the possibility of further development, including for example developing tourism industry based on literary sites.

4.1 Literary and Reality: Between Fiction and Facts

Literary work is the pinnacles of human culture, which is able to provide spiritual satisfaction for humans (Ratna, 2011, pp. 190-191). Through language, literary works signify the progress and the peak of human culture. This based on the fact that literary is a work of art produced from the expression of soul channeled through language. As an expression of the soul, literary will describe human soul; and of course literary has never come out of that human dimension, as well as the dimensions that surround it. Therefore, literary is laden with human values and is rich for human life experiences manifested in cultural event experienced by humans.

In this connection, the authors' creativity in describing reality is of important concern. The authors need to process their ideas to their utmost. This is feasibly by elaborating the ideas garnered from the study to scaffold a form of literary as creative art (Wellek & Warren, 1993, p. 3). Thus, it is expected of creativity will produce an aesthetic literary work. This authenticity is important because literary work is an aesthetic object that must be able to evoke the aesthetic experience of readers (Wellek & Warren, 1993, p. 321). Both include the aesthetic structure and extra aesthetic one. What is more, the structures are essentially the construction of intact units parallel to the existing socio-historical structure of society.

As a corollary, in the context of literary and reality, the contemporary vision in relation to fiction and facts indirectly connects literary relations and empirical history (Ratna, 2005, p. 337). The nature of objectivity in that context sheds the idea that literary reality and historical reality are inseparable. On the contrary, each of these is connected by its constituting elements, which can be explored through their sub components.

This can be further illustrated in the relationship of structural equations, which implies a never-ending interconnection mechanism. In other words, it can be stated that between the empirical elements of society bound to historicity and literary elements lie respective functions and totalities with relatively the same objectives. This is then referred to as a form of homology and symmetry alignment (Ratna, 2005, p. 297; Goldmann, 1977, pp. 19-21).

Furthermore, even Hotcheon (1992, pp. 105-106) states that the nature of fiction and facts is involved in paradigmatic constructs that tend to be symmetrical. On the one hand, through the medium of language, literary constantly explores understanding to produce facts. On the other hand, history seeks to reconstruct facts; but clearly these facts are understood solely through textual traces, such as archives, documents, literature, and so on.

This view is apt to provide a basis for interpreting life reality, which is made doable by relevant literature. Literary works attempt to describe life in detail. In this context, literary works are full of life repertoires. Therefore, reading literary resembles reading life itself. It is quite logical that Kleden (2011, pp. 22-23) states that it is not merely fiction in literary (read: novels), but there are also facts which serve as references.

The premise presupposes that what happens in modern society is very possible to be intervened in such a way; not something that is final. Reflection is thus, as stated by Sindhunata (2000, p. 6), is a human idea of the social world, about itself, about its future, and about its living conditions. The idea is not an independent idea; meaning is not an idea that is free from the context. The idea lies in the power that will enter the world, which at the same time seeks to influence and change it. Literary text in this case can be placed in a framework of understanding as a reflective reality, which voices human ideas about the social world, about itself, about the future, and about the conditions of life.

Grounded by the explanation abovementioned, literary works as part of culture can be intervened in the sense that they are given actions as strategies and designs of certain cultures. In the context of national culture, program interventions between literary and the reality of culture (read: history) can be done in planned, modified (revised), and engineered (modifiable) public policy (Marzali, 2014, p. 253).

4.2 The Development of Literary-based Culture Tourism

The world of tourism is a dimension that calls forth serious concern on its dimensions, which also have special and interesting various parties. The development of tourism studies also needs to be put in this context. Purwanggono and Akiriningsih (2012, p. 1), for example, contend that when tourism is construed as a movement of people from one place to another with a purpose and fun (leisure), then tourism requires attraction, convenience (access), and supporting facilities. This is the answer to the question when tourism arises.

Furthermore, the world of tourism as stated by Suwandi (2009, p. 1) has recently shifted towards a new paradigm, namely the shift from a collective (mass) tourism model towards a special tourism model. This development signifies novel awareness and space for new interest in the community, particularly regarding its orientation and interest in tourism objects.

It is undeniable that collective tourism still exists and is actually in demand, but tourism special interest models are rapidly burgeoning. Travelers have often used special tourism objects such as cultural attractions, natural attractions, agribusiness attractions, village attractions, culinary attractions, and many other colors. Similarly, tourist attractions of special interest continue to emerge in various parts of the region (Taufiq & Sukatman, 2015, p. 9). This is confirmed by Yoeti (1996, p. 172) that the tourist attraction of special interest varies to great extent, which needs to be prepared in such a way that it is visible and can be enjoyed in the tourist destination by visitors.

The shift in the paradigm clearly affords the opportunity for the growth of alternative tourism that can be an option. Literary-based cultural tourism is an interesting alternative. This is because the people of Indonesia and the archipelago on a wider scale have a long history of literary. Therefore, it is acceptable to consider archipelago community as a literary society.

At this point, it evokes the collective memory of history and the literary treasures, which hold significant value. The development of a literary-based creative industry for cultural tourism can be actualized in that framework, namely as a generator of collective memory as well as expected to enrich relevant knowledge, both in its capacity as a literary society and in its capacity as a national society.

Literary repertoire with all its genres makes it possible to create such a basis for the development of creative industry. One of the creative opportunities is to develop the industry into cultural tourism. In particular, creative development of literary for cultural tourism for literary repertoire (read: novels) that has a relationship with facts. The relationship is concerned with the link between fiction and fact, which in the context of literary study is called a mimetic relationship.

On the other hand, the development of a literary-based creative industry should ponder the dynamics of existing local communities. However, the local community has its own dynamics which need to be seriously taken into account so that creative industry can be developed in line with the dynamics of existing local community. This is referred to as community empowerment with local wisdom through the creative industries of cultural tourism (Susanti, 2009, p. 6). The literary-based creative industry is expected to be an alternative.

Based on this explanation, the development of important literary-based cultural tourism also considers these points, so that in the future the thoughts related to literary-based cultural tourism can truly be balanced between the potential of existing culture and the economic potential to be developed. This also becomes an alternative discourse about community empowerment coupled with local wisdom by strengthening the cultural tourism industry base.

Given the abovementioned concerns, the development of literary-based cultural tourism on Van Der Wijck Monument offers a strategic opportunity to be developed. This is based on three reasons. First, the development of the literary site evokes historical memory, as well as a memory of the existence of novel literary texts constructed by Hamka. Second, the development of literary-based cultural tourism is expected to leverage the growth of local economy on the northern coast of Lamongan. Third, in the long run, it is expected that the process of revitalizing literary and culture will remain sustainable.

In this context, the first assumption is concerned with the development of Van Der Wijck Monument as a tourism industry. Two important and strategic agendas are of important concern. These are germane to the revival of community's historical memory with regard to the monument and connecting that memory with the existence of Indonesian literary works once created by Hamka. That can foster cultural study at a further level.

The second concern is related to the development of a literary-based tourism industry which puts the Van Der Wijck Monument as an icon in cultural tourism. This endeavor is expected to escalate local economic growth on the northern coast of Lamongan. The current tourism destination developed in Lamongan is *Wisata Bahari Lamongan* (WBL), which needs to be endowed with new values that transcend more into the nuances of literary culture. As a corollary, in addition to offering entertainment, it is also able to contribute to better literary-culture insights.

Third, another presumption is concerned with the development of literary-based cultural tourism concerning Van Der Wijck's Monument. It is hoped that in the long run the present study will propel continuous and sustainable revitalization of the government and local cultural groups. This has become important and strategic because no matter how much effort has been made to develop literary-based cultural tourism, without continuous and continuous revitalization process, the development process will not be of much use. The process and results that have been achieved will eventually fall apart. Therefore, the attention of all parties, comprising of local government, cultural groups, and local communities, is of serious concern.

5. Conclusion

The research results have indicated that the development of Van Der Wijck Monument as a literary-culture site can shed light on preserving the cultural site, which benefits salvation and further enhances the knowledge and socio-economic capacity of the northern coastal communities in Lamongan, East Java. Therefore, it is imperative to create a strategic formula for developing the site as a tourism industry to generate cultural memory, while simultaneously contributing to the local economic.

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