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Global Challenge



**QUESTIONING  
LOCALITY:**  
Community,  
Movement,  
Global Challenge

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# **Questioning Locality: Community, Movement, Global Challenge**

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# **"Questioning Locality: Community, Movement, Global Challenge"**

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## **Foreword from the Coordinator of iComicos 2016**

Revolution in information and communication technology not only triggers global responses, but also drives local movements. According to Konieczny (2012) “Information and communication technologies (ICTs) have empowered non-state social actors, notably, social movements. Mass email campaigns, blogs, their audio-and video-variants (the podcasts and the videocasts), social networks like Facebook and MySpace, and other tools, such as Twitter, are increasingly popular among the movements and their activists.” Consequently, changes are unavoidable, for those who live in big cities as well as in rural areas.

However, this phenomenon then leads to a paradox. It has a potential to widen up the reach of local wisdom, but it also challenges the locality to survive from any influences that come from any part of the world. The global issues have now become local and the locality has the chance to move beyond borders. The distinct between global and local is now being contested. Thus, it is important to discuss whether the locality will embrace the globalized world or will the local community confront it to find their own place.

The 4th Conference on Media, Communications and Sociology (COMICOS), organised by Faculty of Social and Political Sciences, Universitas Atma Jaya Yogyakarta (UAJY), aims to explore any possible answers of this question.

I am very pleased to welcome all the presenters and participants, who join this conference to enrich the knowledge on locality, community and global movements. Last but not least, I am wishing you a great time in iComicos 2016.

Yogyakarta, 18 November 2016

Birgitta Puspita, MA,

# e-PROCEEDING CONFERENCE ON MEDIA, COMMUNICATIONS AND SOCIOLOGY

# Communication Strategy To Develop Tourism Potential In Cirebon City Heritage

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## Abstract

Cirebon city of Bukit Tinggi been shared by Kemendikbud and Kemenperin as Heritage Cities. Heritage town itself was formed as the replication history and culture of Indonesia. Cirebon, which has experienced the entire trip history of Indonesia was finally appointed to 'bring' feel of the past archipelago, from the days of Hindu-Buddhist kingdom, the entry of China-Arab culture through the port, from the Portuguese to the Dutch occupied it until efforts to gain independence. This rich cultural treasure that makes the city of Cirebon that makes the central government chose to bring back the dark side, the light side, or any side triumph ever experienced Indonesia. Educational aspects concerning the establishment of history and culture, efforts to improve occupational travelers, to empowerment of communities around about the creative economy will be realized later if Heritage Cities is really established. Some activities related to promoting the heritage town of Cirebon as carried out by a committee formed specifically. But the understanding of the concept of development is still common in many audiences. Even many who questioned why the government until willing to disburse so much to realize this ambition. In this study conducted by descriptive qualitative data collection such as interviews, observation and documentation.

**Keywords:** City of Cirebon, City Heritage, Tourism Communication Strategy.

## 1. INTRODUCTION

Cirebon as one of the cities that have cultural heritage is still visible manifestation of his legacy, ranging from culture seen and unseen, ranging from a relic like the palace and the royal heritage buildings in the habit of speaking up, etc. Cirebon city with all its diversity as a sufficient capital base to become one of the cities with the potential of the leading tourism center in Indonesia, because not all cities inherited the kingdom with physical shapes and forms are still visible and well preserved. Because if a city with cultural and historical tourism potential is huge, it can make a lucrative source of local revenue. One example of cities that have successfully made the potential of culture and history into a tourist attraction and is well-known to foreign tourists is Yogyakarta.

The city of Cirebon, various historic relics and culture are value-laden palace, a mosque, and a variety of other old buildings are still visible original form. This is what makes the city of Cirebon as one of the cities with all the potential that exists in it became the center of cultural and historical attractions, so it was chosen by the government as a heritage city.

Cirebon city chosen as Heritage Cities cannot be separated from the role of all parties and the people of Cirebon in preserving various historic and cultural relics were sublime. Heritage town itself was formed as the replication history and culture of Indonesia. Cirebon city became one witness to the early history of the triumph of the archipelago. Various historic relics to be evidence that this city once had a very important role. Starting from the time of great kingdoms Hindu-Buddhist, then the entry of China-Arab trafficking through the port, the Portuguese and Dutch colonization, until the independence war which at that time had been renamed Indonesia. Various aspects are expected to appear with the title of city Heritage include education regarding the formation of history and culture, efforts to improve occupational travelers, to empower the community about



the creative economy will be realized later if Heritage Cities is really established. Some activities related to promoting the heritage town of Cirebon as carried out by a team formed specifically. However, understanding of the concept of tourism development is still common for the community. Even many who questioned why the government until willing to disburse so great to realize this ambition.

But there is one question that arises, whether the people of Cirebon already aware, understand and care about the tourism potential of the city's heritage? If not, then the necessary concrete measures in the form of a communication strategy in the development of tourism as a potential Cirebon Heritage Cities.

### **Metodologi Research**

The method used in this study is a qualitative research method, by collecting data through interviews, observation and documentation. Interviews were conducted with the artist as well as cultural Cirebon is Akbarudin Sucipto (Staff Ahli Walikota dan Ketua Kota Pusaka Cirebon, Yoyon Indrayana and Yayat Priyatna (Kepala Bapedda Cirebon). Further studies also document done by reviewing the book Revisi Rancangan Aksi Kota Pusaka (RAKP) to guide the implementation of the city heritage.

### **Literature Review**

#### **Tourism and Communication Tourism**

Etymologically, the word comes from the Sanskrit tourism, which consists of the word stingray and travel. Pari has a sense of many, many times, circling, complete (remember the word plenary). While Wisata means traveling or traveling, which is synonymous with the word travel in English.

From the above understanding, then tourism can be interpreted as a journey made repeatedly or circling, from one place to another. In English, also called the word tour, while for the plural sense of the word "tourism" can be used tourisme word or tourism. (Sham. 2010: 105)

Travel is a travel activity undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or to learn the uniqueness of the visited tourist attraction in the interim time period.

In UU.Kepariwisata No. 10 2009 chapter 1 clause 1 is tourism are:

1. Travel is a travel activity undertaken by a person or group of people to visit a particular place for the purpose of recreation, personal development, or learn about the uniqueness of the visited tourist attraction in the interim time period.
2. Travellers are people who do travel
3. Tourism is a wide range of tourist activities and supported sharing facilities and services provided by the public, employers, government and local government.
4. Tourism is the overall activities related to tourism and multidimensional model that appears as a manifestation of everyone's needs and the state, as well as the interaction between tourists and the local community, fellow travelers, governments, local authorities and employers.
5. The tourist attraction is anything that has a uniqueness, beauty and value in the form of natural diversity, cultural and man-made results of the target or destination tourism visit.
6. Regional tourism destination, hereinafter referred Tourism destinations are the geographic regions that are within one or more administrative in which there are tourist attraction, public facilities, tourism facilities, accessibility and community are interrelated and complementary realization of tourism.

The role of communication is very important in the field of tourism, both in the aspect of the components and elements of tourism. The important role of communication is not only limited to the components of tourism marketing, but also on all the components and elements of tourism. Which would require the role of communication, both personal communication, mass communication, persuasive communication, as well as other communications. World tourism as a complex product that requires a need to optimize the role of

tourism marketing communications, improve accessibility, diversity of destinations, and resources to tourists and tourism stakeholders including institutional form of tourism.

### **Tourism Communication Components**

Communication helps optimize the various elements of tourism marketing. Because in principle the field of communication plays a very vital both in media communication and communication content.

Elements of marketing communications departed from the definition of Kotler defines it as "a societal-process by the which individual and group obtains what they need and what through creating offering and freely exchanging products and services of value with others", a process which forms the relationship between the manufacturer with an individual or groups in delivering products, i.e. goods and services made to the needs and desires in order to achieve a higher rate of satisfaction through the creation of a quality product.

### **Tourism Communication Strategy**

According to Effendi Onong in a book entitled "Dimensions of Communication" states that: "The communications strategy is a guide on communication planning and communications management to achieve a goal. To achieve these objectives the communication strategy should be able to demonstrate how the tactical operations should be carried out, within the meaning of that approach (approach) may be changed at any time depending on the circumstances" (1981: 84). Furthermore, according to Onong Uchjana Effendi that the communication strategy consists of two aspects, namely: macro (Planned multi-media strategy) and micro (single medium communication strategy).

Both of these aspects has a dual function, namely: Disseminate communication messages that are informative, persuasive and instructive systematically to target to obtain optimal results. Bridging the "cultural gap", ie, a program that comes from a product other cultures is considered good to be applied and used as belonging to their own culture depends how strategy is to package the information in the communication (1981: 67).

The communication strategy enabling an act of communication is done to targets that are designed to target communications changes. In marketing communications strategy, the main targets; First, how to make people aware that he needs a product, service or value. Second, is how to be a concern that awareness of a product, service or value and, where attention has been awakened, then the target of the most important is that people loyal to purchase products, services or the value of it (Bungin, 2015: 62).

The communication strategy of tourism can be attributed to communication mix (marketing mix). Communication mix is consumer knowledge of the product and the entire process of production and sales. Consumers should be provided with clear and detailed information about the product and the overall process of a product. Targeted communication mix is not selling a product, but Target are customer knowledge to the product so that prospective customers know and understand the product (Bungin, 2015: 59).

### **Discussion**

#### **Heritage City of Cirebon**

Look at the background and history of the Cirebon complex in this study presents data derived from the ledger of the Action Plan prepared by the Heritage Cities and Regional Development Planning Board (Bappeda) Cirebon in 2014.

Cirebon city has experienced a long history of civilization began around the 15th century. History Cirebon origins can be found in traditional historiography written in manuscript form (text) written in the 17th century, until the 19th century. Among the manuscripts of which is the Kitab Negara Kertabumi, Purwaka Caruban Nagari, Babad Cerbon Manuscript Mertasinga, Babad Cirebon Manuscript Klayan. Kitab Negara Kertabumi is a book composed by Prince Wangsakerta in 1692, while the book Purwaka Caruban Nagari was

written in 1720 by Prince Aria Cirebon, the son of Sultan Sepuh who had been appointed as an intermediary for the Regents Priangan with VOC between the years 1706-1723. The manuscripts explains that the word "Cirebon" comes from "Sarumban" who changed the word to "Caruban", "Carbon", "Cerbon" and then became "Cirebon".

History of Heritage Cities Cirebon has undergone quite a long journey from the time of the pre-Islamic culture until the development of modern life now. This historical development that underlies the emergence of civilization, customs and culture that flourished in Cirebon and the surrounding area. Cirebon having started past history of Hindu-Buddhist kingdom patterned in the Tarumanegara Kingdom, future development of Islam, Caruban Nagari and the Islamic Sultanate of Cirebon, Colonial Period and the period of independence.

Since the Cirebon under the rule of Syarif Hidayatullah, the port of Cirebon increasingly crowded with the arrival of the ships that brought people from Persia, Egypt, Baghdad-Iranian, Arab, Chinese, and other Campa (Ministry of Education and Culture, 1997: 62). The crowds in the city of Cirebon has become living proof of greatness Cirebon arena internationally. So do not be surprised if Cirebon first into a cosmopolitan city. Cirebon also has a strong army, 2700 soldiers. These troops led by Dipati Keling. This action is necessary to maintain the security of the city of Cirebon.

As a port city bustling trade, influence other states or nations also came in and formed acculturation in Cirebon. The effect comes both from countries in the Middle East and Asia, such as Egypt, Arabia, Persia, Iraq, China, Campa and India as well as from European countries such as Portugal, the Netherlands and the UK. The ethnic communities there are then settled and settled in Cirebon. Then they formed the ethnic settlement, also known area called Chinatown and Panjunan. It was here that the Chinese community living and Arabic.

Substitute Sunan Gunung Jati or Syarif Hidayatullah was Prince Mas. He is the son of Prince Swarga that holds the throne of the Sultanate of Cirebon with Panembahan Ratu. At the time, Cirebon no longer spread its wings to other regions, because at that time the position of Cirebon sandwiched between two great kingdoms, namely Banten in western and Mataram in the east. Cirebon actually could have been undermined both by Banten and by Mataram. However, the two kingdoms still respect Cirebon. Banten respect Cirebon as the throne of his ancestor, Sunan Gunung Jati, while looking Mataram Cirebon as a teacher and sacred. Not impossible Cirebon were always friendly to Mataram in many ways be an example to Mataram. Perhaps Sitihiinggil contained in Keraton Cirebon in 1625 emulated by His Majesty Mataram to keratonnya, as well as the shrine of Sunan Gunung Jati is used as an example to his tomb in Imogiri.

"Local knowledge is an entity that is crucial for human dignity in the community" (Geertz: 2007). Age Cirebon who have turned six and a half centuries of course leave bequests are very valuable both in the form of history, the values of local wisdom, values and cultural traditions as well as the layout is built continuously on since it was founded by Prince Cakrabuana (Mbah Kuwu Cirebon), the founder of Cirebon. Sunan Gunung Jati Cirebon first King who carved the first golden era of the Kingdom of Cirebon, Masa Kepanembahan, preceded by the Government Panembahan Pakungwati I, who carved the second golden age and Panembahan Pakungwati II or Panembahan Ratu Girilaya who maintain the existence of the sovereignty of the Kingdom of Cirebon to the end. Then followed an age of sultans Cirebon administration, a period in which Cirebon been bound by agreements with the Dutch Colonialism which impact on the situation of Cirebon administration slump. Then proceed with the Gemeente Cirebon period that started in 1996 and after independence.

Heritage Cities is a town that has a viscosity of history that is worth and has a natural heritage, culture both physical and non-physical as well as knitted variety of heirloom such as a whole as an asset heritage in the region / city or part of the area / city, living, growing, and managed effectively. From the founding days of Cirebon to the time of independence, especially before the New Order era values of cultural heritage in the form of physical and non physical who become characters that make up the community Cirebon. However, since the influence of the western world and is increasingly urgent modernization of local wisdom, the local identity increasingly marginalized and had a serious threat to conservation efforts. The Action Plan for Heritage Cities has become an urgent need to remember that these local cultural heritage if allowed to be undermined

by the changing times will be endangered even might get lost in the era swallow.

The direction of government policy which tends to make the city of Cirebon as the City Trade and Services. Plan for Regional Development Program Cirebon is expected to raise the degree where the palace as one of the cultural assets and heritage that is very important to note and be developed as a tourist area based urban culture. Equally important the presence of the ancient buildings with cultural influences of Chinese, Arabic and Dutch can still be found in the city of Cirebon. Comprehensive planning and sustainable will provide guidance for the direction and strategy of regional development programs to the metropolitan city with a wealth of cultural insight. Structuring Strategic Region State is also expected to provide direction for the arrangement region more environmentally friendly and hospitable towards cultural heritage.

Understanding of heritage in the last two decades is not just rely on a single artefact, but has broadened the understanding as a *saujana* heritage (cultural landscape) wide can even cross-border region, and on questions of cultural and natural heritage. In Indonesia Heritage Year 2003 (theme: Celebrating Diversity), the Indonesian Heritage Conservation Network (JPPI) in collaboration with (ICOMOS) and the Indonesian Ministry of Culture and Tourism of the Republic of Indonesia declared Indonesian Heritage Preservation Charter 2003. This is the first time that Indonesia has in agreeing ethics and moral heritage conservation. Agreement in the charter include:

- ♦ Pusaka Indonesia is the legacy of nature, culture, and heritage *saujana*.
- ♦ Pusaka *saujana* (cultural landscape) is a combination of natural heritage and cultural heritage in the unity of space and time;
- ♦ Pusaka cultures include tangible heritage (material) and intangible heritage (non-material).
- ♦ Strategy communication to develop the potential of Cirebon city heritage

Cirebon at transit area of the Capital City heading to various major cities in Central and East Java. National infrastructure such as highways and international airport development plan to make Cirebon as a satellite city. Thus Cirebon has many advantages and can be developed to strengthen the existing potential.

Cirebon city, as an area of town that lack natural resources, the tourism sector and trade into one of the largest revenue contributor area. The Cirebon local revenue comes from taxes mall and hotel. Thus the tourism sector is the main thing that could be developed. If planning is not appropriate then there is Cirebon will be submerged with the construction (mall and hotel), disregarding the social culture of the local community. Though Cirebon has a history and culture that is not owned by other regions and is included in the Heritage Cities Cirebon. This is the main potential that should be developed and maintained.

According to data from Cirebon City Government through the Agency for Planning and Regional Development, in 2012 has done Inventory of potential Cirebon as Heritage Cities. Besides the various elements of society, both individual and cultural observer community groups and community organizations are also doing the same thing. The inventory is a good start for an increase in public awareness to increase the love of the Heritage Cities Cirebon, so there should be synchronization of the data that has been collected in order to synergize each other. Further activities can be continued with documentation of such assets including to determine the historical value, ownership, condition and value the importance of the integrity of the object for preservation. This effort is important to remember of the buildings that have been identified and categorized as a Heritage Building by SK Walikota. But this time the condition of structures in many cultural heritage that has been damaged or destroyed due to the ignorance of the public and also the lack of care from the government. It is necessary for further efforts by way of holding of the registration of cultural assets and issued a regulation regarding the heritage building to support conservation efforts.

#### ♦ Information, Education and Promotion of Heritage Cities

System information, education and Promotion of Heritage Cities Cirebon it is still very lacking. Role of various parties need to be increased considering that the system information, education and promotion is a good tool to be able to improve the existence Heritage Cities and inform the general public about the potential in the city of Cirebon.

Improved information systems, education and promotion can be done by making exhibitions, organize cultural events, brochures, guide books or leaflets, training, cooperation with travel agencies and hotels as well as the management of Heritage Cities website. Currently, both the local government, the palace, the community, lovers and cultural actors manage their own means of information and promotion of the limitations that exist so that information about heirlooms in the city of Cirebon have not heard optimally integrated. Participation of local government, particularly the Department of Tourism and Culture in promoting, educating and informing the public also needs to be enhanced with complementary sites in cyberspace/website with articles about the potential Heritage Cities Cirebon.

But in fact the case that until now there are many people who do not know the city of Cirebon that Cirebon become one of the cities selected as a heritage city. According to the chairman of the city program heirloom, Yoyon Indrayana, which has been done by some movers town heritage it is only a viral spread of information from private to stakeholders. Then from stakeholders that forwards the information to the community. In addition to the deployment strategy of personal information to stakeholders, media promotion strategy has also been done by the movers of this heritage city program, one of them through local television and radio broadcasts.

There are some things that are found when investigators went to BAPPEDA Cirebon, one thing that made the researchers wonder enough that any reasonably wonder that every change of leadership, the policy created is also changing. Therefore, planning and program design in the city of Cirebon city's heritage stagnated. In this case also coupled with the post of chairman of the city heritage status turns served also became chairman of the Bappeda. Although in terms of optimization of activities and budget can be allocated and implemented in accordance with the plan, but when the head of Bappeda replaced the program stops. Currently the only inheritance toward the city owned and driven by a small number of people in Cirebon. So that information is not quickly spread to the community.

## Conclusion

According to the research brief and pointed out earlier, then we can conclude the following:

**a)** their synergic cooperation between the government and the owner or manager of the building/site for the preservation of cultural heritage buildings/sites of cultural heritage, especially in terms of maintenance funds that became a milestone in the preservation of the building/site considering the age of the building/site that is no longer young will automatically decrease the quality of the buildings/sites which means there should be conservation.

**b)** attention to the rules relating to the buildings/sites of cultural heritage, so that in the process of building preservation/cultural heritage sites will not reduce the value of history and science attached to the building/sites of cultural heritage. For instance held dissemination of the importance of heritage from the government to the owner or manager and the general public. Providing the knowledge of how to conserve the right, and which parts are allowed to be changed and what parts are not allowed to be changed.

**c)** held improvement of its management, especially against the regularity of treatment, which is still less ordered it affects the quality and durability of building/sites. With the road formed a container which is responsible for building/sites that are unclear parties responsible to treat and manage it. So that the building/site that is going to remain sustainable and can be enjoyed by future generations. We recommend that you set up a team of government that is responsible for the preservation of buildings/sites of cultural heritage is directly assigned location to provide guidance and direction to managers.

**d)** Strategy communications made visible still weak, so it needs to be increased dissemination of information on various aspects of the massive, media promotion, cultural events, exhibitions culture, and dissemination of information through stakeholder campaign for real action to be able to attract people's interest to want



menghetahui what and how the city's heritage. So that information on the Cirebon city's heritage can be accepted quickly by the community and the public can come to spread the information.

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