

BUSINESS FEASIBILITY IN VIEW FROM THE CULTURAL ASPECT OF TOURISM AT BOROBUDUR TEMPLE

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Abstract :

A business feasibility study is one of the activities based on research or studies. This study was conducted in an effort to find information whether the business to be carried out, is being carried out, or has already been carried out is feasible or not. Information on the feasibility of this business is very important to know in an effort to increase the efficiency of resource allocation, both natural resources, labor, capital, human resources, and also technology. Indonesia is rich in culture and abundant natural resources, such as spices, batik, traditional clothes, culinary, traditional houses, and tourism which is still very thick with ancient culture. one of them is the Borobudur temple which is located in the village of Borobudur, Magelang Regency, Central Java. Borobudur temple is also included in the list of the seven wonders of the world and the largest temple in the world which was built in the 9th century. The purpose of this research is to identify the business feasibility of Borobudur Temple which has been approved by UNESCO as the largest temple and the grandest stupa complex in the world. Changes in the social and cultural structures of the people in this tourist area are efforts to collectively adapt people's lives to environmental challenges that have dynamic characteristics. The existence of Borobudur Temple is a legacy of artifacts from the ancestral heritage of the Indonesian nation. This illustrates that the growth of civilization in the 8th century AD existed, and became the center of livelihood and community life for generations in the Borobudur area, covering almost all aspects of life, namely; geography, demography, natural resources,

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INTRODUCTION

Before starting or developing a business, of course, every business entity, both individuals and institutions, needs to conduct research on how to start or

develop a business whether it can benefit the company or not. Getting profit is the cause of one of the main objectives of the company/organization established. (Kasmir & Jakfar, 2013), in order to achieve the company's goals as expected, therefore what are the company's intentions (both profit and social companies or joint companies both social and profit) if you are going to make an investment it would be nice to start by making studies. The aim is to assess whether the investment to be invested is feasible or not to run. In other words.(Febrianto, Widad, et al., 2022)

A business feasibility study is one of the activities based on research or studies. This study was conducted in an effort to find information whether the business to be carried out, is being carried out, or has already been carried out is feasible or not. Information on the feasibility of this business is very important to know in an effort to increase the efficiency of resource allocation, both natural resources, labor, capital, human resources, and also technology. The results of a business feasibility study can be used as a reference for making business decisions regarding company development, productivity improvement, product development, market segment development and others.(Syahrin, 2018)

Indonesia is rich with many cultures that are still beautiful. such as Borobudur temple, Prambanan temple, and others. The definition of a temple is an ancient building made of stone (as a place of worship, storing the ashes of kings, Hindu or Buddhist priests in ancient times). Inside the temple there are certain parts that have their own names, such as: apit = a temple which is located flanked by other temples in the same complex, briefly = a gate or gate (pura) whose shape resembles a temple halved, main = a large temple surrounded by a number of temples small, the main temple in a temple complex, kelir = a temple built right in front of the entrance to the temple complex's courtyard, perwosa = a small temple that complements a temple complex, and pewara = a small temple that surrounds the main temple.(Kawakibi & Lasmana, 2021)

RESEARCH METHOD

In this study the authors used a qualitative method, namely in which the authors used quotes from various literature studies from experts and also the results of

previous studies. Which has been summarized by the author as well as thoughts from the author's point of view. In order to find out about business feasibility in terms of cultural and tourism aspects at Borobudur temple.(Febrianto, Muhtadin, et al., 2022)

FINDINGS AND DISCUSSION

Business or business contemplation is research that includes different perspectives, from a legal, financial and social point of view, market and promotion point of view, special and innovative point of view to executive and monetary point of view, all of which are used as research reasons and the results are used to decide on the choice whether business or business must be possible or suspended and not carried out. A more complete agreement, a legitimate review is the act of discerning issues, opening valuable business doors, targets, describing situations, determining wins, and the various costs and benefits associated with different choices by thinking critically.(Wafi et al., 2022)

Johan Suwinto (2011) said that review is relative and is a top-down investigation of the business. A business that should be achievable or reasonable to run should be seen from the consequences of an economic check given to a new business by the side effects of its fees or fees derived from the business.

Business studies are research that plans to conclude whether business thinking is possible or not. A business thought is said to be practical if the thought can be more beneficial to all groups (partners) than the bad consequences it causes. As Kasmir and Jakfar point out, a top-down investigation of a movement is considered inside and out with respect to an act or business to be completed, to decide whether a business is possible or not.(Febrianto, Jadid, et al., 2022)

According to Umar, the review is a research on marketable strategy that not only details the practicality or feasibility of the business being built, but also is not feasible to use in connection with the most extreme evaluation for a long time of a new product. send plans.(Mardianto et al., 2016)

Given this setting, it can be assumed that proper examination is about different viewpoints, from legal, financial and social, market and advertising, specialization and innovation, to board and monetary perspectives, which are

used as reasons for exploration and approach. used to make a choice whether a task or business can be completed, the result is deferred, or even not executed.

Business examination is research that expects to conclude whether a thought is practical or not. As needed, assuming the business is not finished only when there is a plan to start the right business, but as needed when the entrepreneur will do the following:

1. starting a new business
2. develop an existing business
3. Choose the type of business for investment

Aspects assessed in the feasibility of a business include legal aspects, market and marketing aspects, financial aspects, technical or operational aspects, management and organizational aspects, economic and social aspects, and environmental impact aspects.(Marliani, 2017)

Purpose and Role of Business Feasibility Study

The motivation behind conducting a feasibility study is to avoid investing too much in an exercise that ends up being pointless. As stated by Yakob Ibrahim that there are several jobs that concentrate on business practicalities as follows:

1. As far as banking and monetary organizations as an assessment of the extent to which the business thinking that will be carried out can cover all commitments and angles in the future.
2. As far as financial support, especially as a thought about organizational possibilities and benefits to be obtained so that they can be put to good use in dynamic cycles.
3. The social angle is to provide an outline of the exercise to be completed and to derive its benefits and be represented both from a specific and functional point of view to the local area.

Therefore, business practical studies are not only required by business initiators or business entertainers, but at the same time are required by different gatherings. Business practicality study is required by the board organization as a reason to set the choice to continue the business thinking or not, Investors as a

reason to decide, whether to put resources into the business, Creditors as one of the reasons to just decide, whether to give credit or not for the proposed business and the Government as the reason for deciding the choice, whether to grant a permit for the business or not.(Kristianto Dwi estijayandono, 2019)

If depending on the consequences of achievability studies, a business mind is declared to have options to further develop individual government assistance, provide open positions, increase existing assets, and can increase Local Original Revenue (PAD), the public authority will grant a license. In addition, people who need business feasibility studies are providers who get requests to supply the needs of every organization, from things that are considered small to very large, all of which are determined on a monetary scale. Affiliate exchanges such as KADIN (Chamber of Commerce and Industry), IKAPI (Indonesian Publishers Association), Indonesian Textile Association, and others that manage various organizations and organizations, both small and large, also requires a business feasibility study for proposals and other options regarding the existence of the business to be carried out. Schools and colleges are also leading research on business addressing the need for data on reasonable concentrations that can be trusted and fully represented, especially assuming later examinations are distributed in various public and worldwide diaries and widespread communications.(Widjajanti, 2011)

The following are the aspects that must be examined in a Business Feasibility Study, namely:

1. Legal aspect

Concerning all the legality of the business plan that we will carry out which includes the applicable legal provisions including:

- a. Location permission
- b. Deed of establishment of the company from a local notary PT/CV or other form of legal entity.
- c. NPWP (Taxpayer Identification Number)
- d. Company registration certificate
- e. Business location permit from local government

- f. Partner certificate from local government
 - g. Local SIUP
2. Socio-economic and cultural aspects

Regarding the impact given to the surrounding community due to the existence of a business activity, including:

- a. From a cultural point of view, what is the impact of our business presence on people's lives, local customs, and so on.
 - b. From an economic point of view, such as the level of income per capita of the population, whether the project can change or rather.
3. Production Aspect

In the process of analyzing production aspects, there are several aspects that must be considered by business people to find out what kind of business feasibility that will be implemented by these business people. Several elements from the production/operations aspect that must be analyzed include the following:

- a. Operation location.

For the organization, the most important and productive areas must be selected, both for the actual organization and for its clients. For example, near the provider, to the customer, to the method of transportation, or in the middle of all three. Likewise with business land that must be attractive so that buyers remain loyal.

- b. operating volumes.

Operating volumes must be relevant to show potential and ask for forecasts so that there are no over or under limits. Unreasonable volume of work will cause new problems which then affect the cost of merchandise sold.

- c. Machinery and equipment.

Machinery and equipment must be in accordance with the current and future changes in innovative events and must be adjusted to the production area so that overabundance limits do not occur.

- d. Raw materials and auxiliary materials.

Raw materials and auxiliary materials as well as the necessary resources must be sufficiently available. The inventory must be in accordance with the needs so that the cost of raw materials becomes efficient.

e. Labor.

How much labor is needed and how to qualify. The number and ability of representatives must be changed according to the needs of working hours, and the ability of the work to complete them, so that they are more precise, fast, and practical.

f. Layout.

Layout is the layout or layout of various operating facilities. The layout must be precise and the process practical so that it is efficient.

4. Market and marketing aspects

- a. request
- b. offer

5. Aspects of management and organization related to management in physical development and management in operations and organizational structure.

6. The financial aspect that regulates finance in a field of business/capital.

Borobudur Temple, Magelang, Central Java

Indonesia is rich in culture and abundant natural resources, such as spices, batik, traditional clothes, culinary, traditional houses, and tourism which is still very thick with ancient culture. one of them is the Borobudur temple which is located in Borobudur village, Borobudur District, Magelang Regency, Central Java. Borobudur temple is also included in the list of the seven wonders of the world. This Buddhist temple is surrounded by a large garden in the middle of towering mountains. 1980-1997 the temple building was built in the 8th century AD. This temple was inaugurated as a tourist spot on July 15, 1980. Then the Borobudur temple was designated as a world cultural heritage by UNESCO in 1991.(Rachmawati & Rismayani, n.d.)

The function of the Borobudur Temple as a historical place, religious tourist spot, a place to develop science and history can be used as a place for mathematical research, such as calculating stupas where Buddhist worship occurs. Borobudur Temple is a relic of the Syailendra dynasty. This temple was founded by Mahayana Buddhists. This building was built around the 8th century during the reign of the Syailendra dynasty. This temple is the largest Buddhist temple in the world. The purpose of the Borobudur Temple was built to glorify the Syailendra kings (775-850 AD) who had united with the god from which he was born. The temple was built as a real expression and deep respect for the ancestors. In addition, the temple building is used as an awareness of the greatness of religion.(Febrianto, Widad, et al., 2022)

Borobudur Temple is the largest temple in the world which was built in the 9th century. Borobudur Temple is approved by UNESCO as the largest temple and the grandest stupa complex in the world. Borobudur Temple comes from the words coal and budur. Bara can be interpreted as monastery and budur means above. If interpreted literally Borobudur temple means the monastery above. Borobudur Temple is located on a wide hill in Magelang, Central Java. If taken from the city of Jogjakarta, it only takes 1 hour drive.(Mashdurohatun, n.d.) Borobudur Temple is located at 70 36'30.49" South Latitude and 1100 12'10.34" East Longitude and is at an altitude of 265 m above sea level. Geographically, Borobudur Temple is surrounded by Mount Marapi and Merbabu in the east, Mount Sindoro and Sumbing in the north and Menoreh Hill in the south, and is located near two rivers, namely the Progo and Elo rivers. According to Javanese legend, the area known as the Kedu plain is a place that is considered sacred in Javanese beliefs and is venerated as a Java Island Park because of its natural beauty and soil fertility.(No, 2018)

The Borobudur Temple Complex and its surroundings, hereinafter referred to as the Borobudur World Cultural Heritage Area, are a National Strategic Area that has a very important influence on culture which is within a radius of at least 5 (five) kilometers from the center of Borobudur Temple and the Palbapang Corridor which is outside a radius of 5 (five) kilometers from the

center of Borobudur Temple, which consists of zone 1, zone 2, zone 3, zone 4 and zone 5 which are designated as World Heritage in Document World Heritage List Number 592 (UNESCO).

BUSINESS FEASIBILITY IN VIEW FROM THE CULTURAL ASPECT OF TOURISM AT BOROBUDUR TEMPLE

Feasibility is an activity that studies in depth about a business or business to be run, in order to determine whether or not the business is feasible. The tourism sector is used as a national development because it is considered to have an effect that can open job vacancies and be able to overcome poverty in Indonesia. Borobudur Temple has undergone restoration twice since it was first built around the VII-IX century AD, namely in the period 1907-1911 and 1973-1983. The restoration that made it what it is today brought many benefits as well as problems.

Benefits come from its position as a tourist destination which annually brings in millions of tourists, both local and foreign. In fact, in his 2020 financial note speech the President suggested that Borobudur Temple would be made a super priority tourist destination along with Lake Toba, Labuan Bajo and Mandalika. On the other hand, the consequence of becoming a tourist destination also brings problems, namely in terms of its conservation (Sosial & Hukum, 2011)

Changes in the social and cultural structures of the people in the Borobudur area are efforts to collectively adapt people's lives to environmental challenges that have dynamic characteristics. The existence of Borobudur Temple is a legacy of artifacts from the ancestral heritage of the Indonesian nation. This illustrates that the growth of civilization in the 8th century AD existed, and became the center of livelihood and community life for generations in the Borobudur area, covering almost all aspects of life, namely; geography, demography, natural resources, ideology, politics, economy, socio-culture, defense and security. Therefore when the political decision of the central government decided that Borobudur Temple be made a tourist area on August 10, 1973, and the tourism industry enters and changes nature and the

environment which are part of the socio-cultural life of the community, the community refuses, because they feel that their livelihood with nature will be lost, resulting in conflict between the community and the government and the private sector. However, thanks to the persistent and continuous efforts of the government and the private sector by carrying out continuous socialization, communication and coordination with the people in the Borobudur area, eventually compromises were obtained so that the people accepted to be relocated. This is what then changes the area and the community as a whole to become complex. As a cultural tourism object, Borobudur Temple is visited by many tourists because of the unique culture found in its community. This encourages the emergence of other activities to support tourism activities in the cultural sector. Marked by the growing growth of business activities (trade and services) in the tourist area of Borobudur Temple, the heterogeneous characteristics of visitors have an influence on changes in the social characteristics of the people living in the tourist area of Borobudur Temple. (Eko-syariah & Mufid, n.d.)

Supporting facilities for Borobudur Temple tourism activities

The most dominant tourism support facilities are lodging with a percentage of 96%. It is undeniable that the existence of lodging is one of the most important supporting facilities for tourism, because both domestic and foreign tourists want to enjoy the beauty of the Borobudur temple at other times. Therefore, to meet their needs for rest and shelter, many people take advantage of this business opportunity to open accommodation around the Borobudur temple area or in Borobudur village. (Wiranto, 2020)

Tourism and Cultural Tourism

Tourism activity is a form of human activity as explained by Michael Chub who classifies human activity into 5 things, namely recreation, physical, spiritual, work and educational needs. As well as family and social duties. Another opinion states that tourism is the whole relationship between people who are only temporarily in a place of residence and relates to the people who live in that place.

Public

Society can be translated as the local community which refers to the residents of a village, city, tribe or nation, both large and small groups who live together in such a way as to fulfill the main life interests. According to the term community comes from the word society which comes from Arabic which means to participate or participate while in English it is called Society. So that it can be said that society is a group of people who interact in a social relationship.

Socio-economic community

The notion of economics is often discussed separately. The social definition in social science refers to its object, namely society. Meanwhile, the social department refers to the activities aimed at overcoming the problems faced by the community in the field of welfare, which is the scope of work and social welfare. In the Big Indonesian Dictionary, the word social means everything related to society. In the concept of sociology, humans are often referred to as social beings, which means that humans cannot live normally without the help of other people around them. So that said the social community around him. The social impact caused by the development of tourism involves various aspects of social change, moral or religious behavior.

CONCLUSION

Business studies are research that plans to conclude whether business thinking is possible or not. and has several aspects assessed in feasibility including legal aspects, market and marketing aspects, financial aspects, technical or operational aspects, management and organizational aspects of economic and social aspects, as well as environmental impact aspects. The business feasibility study itself has several aspects, namely legal aspects, Socio-economic and cultural aspects, production aspects, market and marketing aspects. Feasibility is an activity that studies in depth about a business or business to be run, in order to determine whether or not the business is feasible. The tourism sector is used as a national development because it is considered to have an effect that can open job vacancies and be able to overcome poverty in Indonesia.

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