CHAPTER II

DESCRIPTION OF RESEARCH OBJECT

1. PROVINCE OF CENTRAL JAVA

1. General Description about Central Java

1.1. Geographic Condition

Central Java is a province of Indonesia. It forms the middle portion of the island of Java. The administrative capital is Semarang. The province is 32,800,69 km² in area, approximately a quarter of the total land area of Java. Its population was 32,382,657 at the 2010 census, making it the third most populous province in Indonesia after West Java and East Java, the latest official estimate for January 2014 is 32,779,832.

Central Java is also a cultural concept that includes the Special Region and city of Yogyakarta as well as the Province of Central Java. However, administratively the city and its surrounding regencies have formed a separate special region equivalent to a province since Indonesian independence, the area and population of which are not included in the above statistics. West Java, and East Java provinces border Central Java province. A small portion of its south region is the Yogyakarta Special Region province, fully enclosed on the landward side by the Central Java province. To the north and the south, the Central Java
province faces the Java Sea and the Indian Ocean. Central Java includes offshore islands such as Karimun Jawa Islands in the north, and Nusakambangan in the southwest.

On World War II in 1942, Central Java was subdivided into 7 residencies which corresponded more or less with the main regions of this area. These residencies were Banyumas, Kedu, Pekalongan, Semarang, and Jepara, Rembang plus the so called Surakarta and Government Jogjakarta. However after the local elections in 1957 the role of these residencies were reduced until they finally disappeared. Nowadays Central Java (excluding Yogyakarta Special Region) is divided into 29 regencies (kabupaten) and 6 cities (kota, previously kotamadya and kota pradja), the latter being independent of any regency. These contemporary regencies and cities can further be subdivided into 565 districts. These districts are further subdivided into 7,804 rural communes or "villages" (desa), and 764 urban communes (kelurahan).

2. General Description about Magelang Regency and Tourism Object in Magelang.

2.1. Geographic Condition

Magelang regency is located in some of mountains. At the east border with Boyolali regency, there are mount of Merbabu (3.141 meters dpl) and Merapi Mountain (2.911 m dpl). At the west 9 borduer with Temanggung regency and Wonosobo regency there are mount of
Sumbing (3.371 m dpl). In the west there are more mount is called Menoreh hills. At the middle stream Progo river with another rivers go to south. In Magelang regency there are Elo river is separate two area. The meet back of two rivers located in Progowati village who the long ago in that place there are so many woman than male.

2.2. History of Magelang city

History of Magelang cannot be separated from developing of Magelang city. On 1801, Lieutenant Governors General Sir Stamford Raffles promoted Ngabei Damuningrat as the first regent of Magelang, for instruction from his teacher choose region between village of Mantiasih and villages of Gelangan as a central his government. On the 1930, profession of regent be given to his son, his named Ngabei Danukusumo, and Magelang status from regency became gemente with Semarang city, Salatiga, and Pekalongan, but profession of regent still be neglected until there are two leader in Magelang region are Magelang regent and the mayor Magelang.

At the time, profession of Magelang regency neglected through UU. Number 2 in the years 1948 with capital city in Magelang stand self and be given right for to manage his government self, so there are policy for moving on capital city of regency to another region. There are two alternative capital city changed of Magelang city, are Kawedanan Secang or Kawedanan Muntilan, but the two region are refused. On March 22
1984, Governor of Central Java formally establish Mungkid city as capital city of Magelang regency.

2.3. Tourism in Magelang

There are some tourism object in Magelang regency especially of temple include Borobudur temple, Mendut temple, Pawon temple, Ngawen temple, Canggal temple, Selogriyo temple, Gunung wukir, Lumbung temple, Gunung sari temple, Pendem, and Aso temple. Another tourism object Seni rupa Haji widayat museum. Beside that, it to natural tourism object in Magelang regency have a more including tourism area of Kopeng, Gardu Pandang, Ketep pass also water fall of Kedung Kayang is about 5 km from Ketep pass, Gardu Pandang Babadan, Curug Silawe, Losari Coffe Plantation, take a bath of hot water in Candi Umbul and water fall Sekar Langit (in Grabag district).

3. GENERAL DESCRIPTION ABOUT BOROBUDUR TEMPLE

3.1. Description about Borobudur Temple

Borobudur is the name of Buddha temple is located in Borobudur, Magelang, and Central Java, Indonesia. The location of the temple is more about 100 km in North West of Semarang, 86 km in the west side of Surakarta, and 40 km in the south west of Yogyakarta. The temple form of stupa was built by fellow of Buddhism Mahayana about 800 AD during the reign of the Syailendra dynasty. This monument consists of
six square terraces on which there are tree circular courtyard. The wall is decorated with 2,672 relief panel and the original there are 504 Buddha statue. The main biggest stupa is located in the middle as a crown in this building, surrounded by three rows of circular 72 perforated stupa including Buddha statue sitting cross legged in the lotus position perfectly with mudra (hand gesture) Dharma cahkra mudra (rotate the wheel of Dharma).

The monument is a universe model and established as holy for glorify Buddha and also functions as a place of pilgrimage for guiding humans switching from natural lust to enlightenment and wisdom according to Buddhist doctrine. The pilgrims entering through east side start at the base of the temple rituals by walking this sacred building, circling clockwise, while continuing to climb the stairs to the next through three levels in the realm of Buddhist cosmology. The third level is Kamadhatu (the realm of lust), Rupadatu (tangible realm), and Arupadhatu (formless realm). In this journey of pilgrims, The Buddhists walk through a series of hallways and stairs with no less than 1,460 witnesses the beautiful relief panels carved on the walls and balustrades.

According to historical evidence, Borobudur was abandoned in the 14th century as the weakening of the influence of Hindu and Buddhist kingdoms in Java as well as begins the influence of Islam. The world began to realize the existence of this building since it was discovered in
1814 by Sir Thomas Stamford Raffles, who was then as the British Governor General on Java. Since then Borobudur has undergone a series of rescue and restoration effort. Largest restoration project was held in the period 1975 to 1982 for the efforts of the Government of the Republic of Indonesia and Unesco, then this historic site in the of world heritage sites.

Now Borobudur is still as a place of religious pilgrimage, Every years Buddhist come from all around Indonesia or local and foreign tourists assemble in Borobudur to celebrate Trisuci Waisak. In the world of tourism, Borobudur is a single tourism object in Indonesia most visited by the tourists. The stupa of Borobudur with ranks of the Menoreh hill building was forgotten for centuries. In the Indonesia language, the religious buildings archeological called “Candi”. The terms of candi also used widely to refer to all the ancient building, come from Hindu and Buddhist period in Nusantara, like gates, and “Pertirtaan” (water castle). The origins of the Borobudur temple are not clear, although many temple in Indonesia is also unclear. The name of Borobudur was written the first time in book of “History of Java Island” by Sir Thomas Stanford Raffles. Raffles wrote about monument, the name is Borobudur, but no older document that mentions the exact same name. The only manuscript of Java which give guiding about the existence of sacred Buddhist building is possible toward to Borobudur is Negarakertagama written by Mpu Prapanca in 1365.
4. PROFIL OF PT TAMAN WISATA CANDI BOROBUDUR, PRAMBANAN, AND RATU BOKO

4.1. Profile and Short History

PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko is a state own enterprise activator in the management of tourism object of Borobudur temple, Prambanan temple, and Ratu Boko. PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko does management, utilization, and maintenance of and cleanness area with the temple as object and tourism attractions based on the regulation of General Directorate Technical of History and Archeological, Ministry of Cultural and Tourism. In the development, PT. Taman Wisata Candi Borobudur and Prambanan was established in 15th July, 1980 width the scope of management with entranced of Ratu Boko area as a parts from the management of PT. Taman since date on August 3th, 1994, so the company changed the name became PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko. The supporting of law aspect was given by government through President Decree Number 1 in 1992 date on January 2th 1992, about the authority management of PT. Taman Wisata and become basis operation variety facility existence for supporting business activity of PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko. Idealism of PT Taman Wisata Candi
Borobudur, Prambanan, and Ratu Boko as one of manager tourism cultural object in Indonesia. The implemented through more effort becoming cultural assets has managed not just as culture heritages and just cultural, but also become Taman Wisata Candi Borobudur, Taman Wisata Candi Prambanan, and Taman Wisata Ratu Boko as a main destination in Indonesia for foreign and local tourists.

Taman Wisata Candi Borobudur width include 85 Ha located in Borobudur District, Magelang Regency, Central Java Province. The development of PT Taman Wisata Candi Borobudur is continuing from conservation process of Borobudur Temple. The function of Taman Wisata Candi Borobudur is to regulate the tourist of this temple who are more increasing. Therefore, Taman Wisata Candi Borobudur as manager of tourism object of Borobudur Temple with effort to sustainability and protect cultural heritage assets, managed by a management of office Unit Taman Wisata Candi Borobudur.

The meaning and purpose to established Taman Wisata Candi Borobudur by PT. Taman Wisata Candi Borobudur, Prambanan and Ratu Boko is not for development in the tourism field only, but it can develop of in the archeological field, education, economy, and developing of area. The development of tourist arrival in taman Wisata Borobudur, taman Wisata Prambanan, and taman wisata Ratu Boko with tend to increasing from years to years, given PT. Taman Wisata Candi Borobudur,
Prambanan, and Ratu Boko became object as magnet of tourist arrival to Indonesia.

4.2. Vision and Mission

Idealism of PT Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko stated in the vision and mission of the company:

'Become Borobudur Tourism Park, Prambanan, and Ratu Boko as a World Class Cultural and Tourism Destination'.

Then the explanation of the vision stated in the mission has been mandated by PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko:

"Given service is satisfy more than tourist hopeless"

4.3. Goal

The realization to the vision and mission of PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko has been strengthened through establishing of goal including:

- Participated with implementing and supporting of policy and government program in economy field and national building on the general, especially effort environment of Borobudur temple,
Prambanan temple, and Ratu Boko with cultural or history heritage and another archeology, as a tourism park figured cultural, education, and recreation.

- Make economic more beneficial, market growth, services quality, and leadership in the market.

4.4. The Effort Activity

In the duty to keep and manage asets of cultural heritage in the work scope, PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko running main effort including:

- Managing environment of Borobudur temple, Prambanan temple, and Ratu Boko with another archeological as a cultural heritage, including technical activities, maintenance, and controlling of environment with another aspect fit with he regulation.
- Planning and developing of services, facility, and another general facility.
- Doing all action and held another activity is possible to reach the goal of company.
4.5. Tourism activity

To keep sustainability management of Borobudur temple, Prambanan temple, and Ratu Boko with cultural heritages, and another archeological, PT Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko running all tourism activity including management of tourism park, management of sendratari Ramayana, and another effort relating with tourism.

The business activity be provision in the 5 units including:

1. Unit Taman Wisata Candi Borobudur, including management for Borobudur tourism park, and Manohara Hotel.
2. Unit Taman Wisata Candi Pramabanan, including management for Prambanan temple tourism park
3. Unit Taman Wisata Ratu Boko, including management for Ratu Boko tourism park
4. Unit Teater and Performance
5. Transport Business services
4.6. The Development of Company

The development of Taman Wisata Candi Borobudur, Prambanan and Ratu Boko is born from cultural awareness, indicated responsibility as a nation in protect, secure of history and cultural heritages especially temples.

Motivations of development Taman Wisata Candi Borobudur, Prambanan and Ratu Boko are:

1. Participating to sustain cultural
2. Protecting archeological site is very importing meat indicated from archeological sites.
3. Developing education of the temple.
4. Developing tourism area

The development and management by PT. Taman Wisata Candi Borobudur, Prambanan and Ratu Boko is “catur wanda”, catur wanda is cultural development, economic development, social development and area development.

4.7. Structure Organization of PT. Taman Wisata Candi

The profession structure in the area of PT Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko, include:
1. Direction
   a. Main Director
   b. Marketing Director
   c. Operation Director and development
   d. Administration Director and Finance

2. Unity of Intern Controller (SPI)
   a. Head of SPI
   b. Operational controller
   c. Financial controller

3. Secretary of Company
   a. Human relation and protocol field
   b. Law and field
   c. Stakeholder field
   d. Report and data field
   e. Administration field

4. Office of representative in Jakarta
   a. Head Officer of Jakarta
   b. Marketing field of Jakarta
   c. Field of among Institution of Jakarta
   d. Financial field
5. Work Unit

a. Unit of Taman Wisata Candi Borobudur
b. Unit of Wisata Candi Prambanan
c. Unit Theater and performance
d. Unit of Taman Ratu Boko

6. Division

a. General Division
b. Financial Division
c. Personel Division
d. Rentlibang Division

4.8. Duties and Function of PT Taman Wisata Candi

PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko where supporting aspect be given by Government through President Decree Number 1 in the years 1992, it have duties with functions including:

1. Sustainability and protect assets of cultural heritages and cultural especially temple
2. Made Taman Wisata Candi Borobudur as a main goal in Indonesia, especially for foreign tourist and local tourist.
5. Profil of PT Taman Wisata Candi Borobudur

5.1. Vision and Mission

Idealism of PT Taman Wisata Candi Borobudur stated in the mission of the company:

Making Borobudur as a World Class Culture Tourist Destination.

Continuosuly describing of vision above in the mission is be mandate by PT Taman Wisata Candi Borobudur, including:

Giving Service is Much Hopeless

5.2. Goals

The realization to vision and mission PT Taman Wisata Candi Borobudur has been strength trough a goal including:

1. Participating to implement and supporting policy and governmental program in company aspect and development on general, especially attempt to Borobdur temple area and cultural heritages and another archeological as a cultural of tourism park, education, and recreation.

2. Making benefit of economy, market growth, quality of services, and leadership in the market.
5.3. Effort of Activity

In the duty of protecting and manage assets of cultural heritage in the work it area, PT Taman Wisata Candi Borobudur is to running main efforts, including:

1. To manage of Borobudur temple area and cultural heritage and another archeological as tourism park, including technical activities, maintenance, and controlling of area, and another aspectfit with the regulation has been established.

2. To plan and develop of facilities, infrastructure, services, and another general facilities.

3. To all action and held of another activities maybe use for goal of company
1.1. ORGANISATION STRUCTURE  PT TAMAN WISATA CANDI BOROBUDUR

- Head of Unit
  - Head of Division of operational
  - Park of facility museum
  - Various business
  - The maintenance of the park
  - Head of administration and finance division
    - General & Human resources
    - Finance
  - Head of training of merchant
    - Partnership
    - Management of merchant
    - Security
1.2. DIVISION OF OPERATIONAL
1.3. DIVISION OF ADMINISTRATION AND FINANCE

- Head of ADMIN & finance division
  - General & Human resources
    - RILTIB
    - KESKRETARIAT
    - BINKAR
    - ADMIN TNG KOP
    - STAFF
  - Finance
    - KAS
    - Accountancy
    - IT
    - PIAR
    - STAFF
    - STAFF
1.4. DIVISION OF TRAINING AND MANAGEMENT OF MERCHANT

- Head of Training & management of merchant division
  - Security
    - DANTON
    - WADANTON
    - DANRU / WADANRU
    - STAFF
  - KETERTIBAN
    - Orderliness of Zone 1
    - Daycare of goods
    - STAFF
  - KMUTBAAN MASIA
    - CSR
    - STAFF
  - Management of merchant
    - Order of merchant
    - STAFF
6. The Description about Contribution for Government and Society
6.1. The contribution for Government and Society

PT. Taman Wisata Candi Borobudur, Prambanan, and Ratu Boko have given real contribution, indirectly or directly to government and society appearing through form of below:

For Government:

The central Government

- Dividen
- Tax PPh ps. 21
- Tax PPh ps. 25

The manager of the temple is getting result from, including:

- Setting of tourism arrival pattern
- Setting of merchant
- Setting of security
- Supporting to provide facilities

Local society can get amount 25 percent

- Open job
- Training of environment taraf hidup
• Training of Small industry and “Koperasi or (PUKK)”

• Giving scholarship for poor society around temple.

• Giving opportunity to dancing group in the performance of Ramayana in the Building of Close Art “Trimurti” and Open Stage of Ramayana with dancing group around Borobudur. They are given opportunity to show in Sunday in Taman Wisata Borobudur Temple.

• Training and helping facility for development of dance grouping around Prambanan temple tourism park

Government of Magelang Regency gets:

• Tax of Earth and Build

• Retribution of parking