

12-30-2022

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Recommended Citation

Noegroho, Aditya and Musthofa, Budiman Mahmud (2022) "ANALYSIS OF TOURISM DESTINATIONS OF HOK LAY KIONGTEMPLE AND THE IMPACT FOR THE COMMUNITY," *Journal of Indonesian Tourism and Policy Studies*: Vol. 7: Iss. 2, Article 2.

DOI: 10.7454/jitps.v7i2.1088

Available at: <https://scholarhub.ui.ac.id/jitps/vol7/iss2/2>

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ANALYSIS OF TOURISM DESTINATIONS OF HOK LAY KIONG TEMPLE AND THE IMPACT FOR THE COMMUNITY

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Received: 10 June 2022 / Revised: 31 December 2022 / Accepted: 31 December 2022

ABSTRACT

The existence of the tourism sector is closely related to the SDGs or Sustainable Development Goals (sustainable development). The number of tourist visits is one element that can ensure an increase in the economic contribution of tourism. Researchers are interested in knowing the analysis of Hok Lay Kiong temple tourist destinations in Bekasi City using the theory of attractions, accessibility, amenities and ancillary and their impact on local residents. The method applied in this research is a qualitative descriptive method. Research shows that accessibility to get to Hok Lay Kiong Temple can be reached easily by using the K02, K05, P9BT, TP-1 bus or using the BEKASI LINE train. Attractions or performances at the Hok Lay Kiong Temple are celebrating the Chinese New Year, Capgomeh celebrations, bad luck rituals carried out on the Bekasi River and hitting the drum, playing at the beginning of the month (full moon) and at the end of the month (small moon). And the last one is ancillary at the Hok Lay Kiong Temple, namely there is a vehicle parking area, prayer room, bathroom / MCK, lodging and many others. The impacts that can be felt by residents around the Hok Lay Kiong Temple include economic growth for local residents, the surrounding community becomes more open and respects the beliefs of others, eliminates negative prejudices against a certain ethnicity, cross-cultural awareness that can increase mutual understanding and respect. understand from different cultural backgrounds.

Keyword: Klenteng Hok Lay Kiong, Tourism, Theory 4P

ABSTRAK

Keberadaan sektor pariwisata berkaitan erat hubungannya dengan SDGs atau *Sustainable Development Goals* (pembangunan berkelanjutan). Banyaknya kunjungan wisatawan menjadi salah satu unsur yang dapat memastikan kenaikan kontribusi ekonomi dari pariwisata. Peneliti tertarik untuk mengetahui analisis destinasi wisata klenteng Hok Lay Kiong di Kota Bekasi menggunakan teori atraksi, aksesibilitas, amenities dan ancillary dan dampaknya bagi warga sekitar. Metode yang diterapkan dalam penelitian ini adalah metode deskriptif kualitatif. Penelitian menunjukkan hasil bahwa Aksesibilitas untuk menuju ke Klenteng Hok Lay Kiong dapat dijangkau dengan mudah yakni dengan menggunakan bis K02, K05, P9BT, TP-1 atau menggunakan kereta BEKASI LINE. Atraksi atau pagelaran pada Klenteng Hok Lay Kiong adalah dengan merayakan Tahun Baru Imlek, perayaan Capgomeh, ritual buang sial yang dilakukan di Sungai Bekasi serta Pukul bedug, mainkan di awal bulan (bulan purnama) dan di akhir bulan (bulan kecil). Dan yang terakhir adalah ancillary pada Klenteng Hok Lay Kiong yakni terdapat area parkir kendaraan, mushola, kamar mandi / MCK, penginapan dan masih banyak lainnya. Dampak yang dapat dirasakan oleh warga sekitar Klenteng Hok Lay Kiong diantaranya adalah pertumbuhan perekonomian bagi warga sekitar, masyarakat sekitar menjadi lebih terbuka dan menghargai kepercayaan orang lain, menghilangkan prasangka-prasangka negative terhadap suatu etnis tertentu, kesadaran lintas budaya yang dapat meningkatkan

rasa saling memahami dan mengerti dari latar belakang budaya yang berbeda.

Kata kunci: Klenteng Hok Lay Kiong, Pariwisata, Teori 4a

INTRODUCTION

The presence of the tourism sector is closely related to the SDGs or Sustainable Development Goals (sustainable development). The existence of the tourism sector can directly or indirectly support the achievement of sustainable development or the Sustainable Development Goals. However, tourism can also be a challenge in reaching the target or target if it is not managed properly and correctly. Well-managed tourism can achieve various goals, among others: as a tool to create a healthier society, reduce poverty and hunger, create innovation, support industry and encourage more responsible use and income. In addition, the tourism industry also prioritizes gender equality by involving various stakeholders in tourism activities (Chaerunissa and Yuningsih 2020). Today's tourism sector is growing rapidly because the Ministry of Tourism implements marketing strategies in various countries. According to the UNWTO or United Nations World Tourism Organization in 2014, tourism is the main zone for increasing welfare and peace through export earnings, job creation, business expansion and infrastructure. In addition, tourism is sustainable and diversified, making it the most developed and fastest growing field in the world. This shows the number of international tourist trips that show a convincing development every year. Namely, 25 million in 1950, 278 million in 1980, 528 million in 1995, and 1.1 billion in 2014. Indonesia also found tourism growth above the global average, which was 10.63% in 2015. In 2021 there will be an increase of 0.36 billion compared to 2020 which was only 0.32 billion due to the effects of the

pandemic. This growth can attract domestic and foreign tourists due to the allure of tourism potential and the cultural and historical features possessed by Indonesia (Nugroho, 2018).

Tourism in Indonesia has been stated in Law Number 10 of 2009 concerning Tourism. Tourism according to Law Number 10 of 2009 is a variety of tourism activities because of the support in the form of facilities and services provided by the community, businessmen, government and local governments. In addition, tourism is defined as an activity that aims at entertainment or recreation of an individual or group and has a limited time and is carried out with the intention of not working in the tourist attractions visited. The tourism sector is also a very promising sector, which can increase the flow of taxes and government revenues, which can be the government's strategy for its development. The development of the tourism sector is beneficial not only for the state but also for citizens, and because citizens participate or play an indirect role in tourism activities, there is a form of reciprocity between the community and tourism. The tourism sector can also have a large impact, enabling local residents to experience changes in various aspects of their lives.

One of the tourist destinations that shows the diversity of society and cultural richness is a pagoda. In the city of Bekasi, there is a tourist spot that is often visited by the general public, namely the Hok Lay Kiong Temple which was established hundreds of years ago and is located in the Bekasi area, West Java. The Hok Lay Kiong Temple, which is more than 300 years old, is the oldest pagoda in Indonesia. Which makes this pagoda one

of the most visited places of worship, both as a tourist spot for the general public and as a place of worship for Confucians (Sukmah, 2022). Klenteng is a place of worship for ethnic Chinese which is divided into a number of categories representing four different religions such as Taoism, Confucianism, Buddhism and Folk religion or Sanjio.

Hok Lay Kiong Temple was founded in the 18th century AD which is still and continues to be used as a place of worship by the Chinese people living in the Bekasi area. Since it was built until now, it has been continuously used as a place of worship for ethnic Chinese, which in archeology is referred to as a living monument or live monument. Near the pagoda there is a relatively dense residential area, bordering the north namely Jalan Kenari, while in the west, south and east are residential areas. Hok Lay Kiong Temple which has an area of $\pm 700 \text{ m}^2$ and the pagoda building has an area of 650 m^2 , and its management is carried out by the Tri Dharma Foundation. The Hok Lay Kiong Temple building has undergone many changes and developments from time to time. However, the front door remains the same and has not been changed to its original paint color. There are plaques on the top right and top left of the front door. In addition, there are decorations that describe or tell the life story of Hian Thian Siang Te, starting with meditating, studying and deepening the Taoist teachings of Lou Tze's teachings. Also, the original attribute of the tower is a table for storing worship tools. At the front of the pagoda there are two stoves shaped like a pagoda as a place to burn Fu. Hok Lay Kiong itself has the meaning of a palace that brings blessings or sustenance. Thus, this pagoda is believed by the Chinese and Confucian religions as a place that can bring blessings or sustenance to anyone who comes to visit it. (Ristiyono, 2020)

The number of tourist visits is one of the elements that determine the level of economic contribution from tourism. Logically, the management of tourist destinations can have an impact on the consumption of visitors and the welfare of the community around tourist attractions. The better the implementation of tourist attractions will also have an impact on the level of visitor consumption which can continue to grow and will directly improve the welfare of the community. Management of tourist destinations is reflected in attractions, accessibility, facilities and tourism organization. Tourist visits to tourist destinations are usually caused by tourism factors such as attractions, accessibility, accommodation and other services or what is commonly referred to as the 4A theory. The element of destination infrastructure is the most important determining element of tourist satisfaction after visiting a destination and influencing the motive for making return visits. Tourists visit a destination because of the charm or attraction that they think is unique.

When visiting a destination, tourists need access while preparing for a trip and while in a tourist destination area. Meanwhile, additional amenities and services are required for accommodation and services at tourist attractions. The quality of the destination infrastructure (both attractiveness, accessibility, amenities and additional services) is a good predictor of tourist interest in returning (Millenia, 2021). Tourism activities are not only supported by the existing potential, but are also supported by the availability of accessibility and good supporting facilities and infrastructure. Accessibility to tourist destinations of the Hok Lay Kiong Temple which is located in a densely populated area can provide its own blessings to local residents, but tourist sites located in residential alleys can make it difficult for tourists to visit. The crowds

of activities carried out by local residents may also interfere with the worship of Confucians. In addition, there are many factors, both supporting and inhibiting factors for the tourist destination of the Hok Lay Kiong Temple.

Based on the above phenomenon, the researchers are interested in knowing "Analysis of Hok Lay Kiong Temple Tourism Destinations Using 4A Theory and Its Impact on the Community". So that it motivates the author to study and

explore this matter, until finally the author proposes the formulation of the problem as follows:

1. How is the analysis of Hok Lay Kiong Temple tourist destinations using the theory of attractions, accessibility, amenities and ancillary?
2. How is the impact of the Hok Lay Kiong Temple tourist destination on the surrounding community?

LITERATURE REVIEW

Tourism

According to the language, the word "tourism" is from Sanskrit, which comes from 2 words: pari and tourism. Pari which means "many" and Wisata which means "to go" or "to travel". Thus, the word tourism can be interpreted as a journey that is carried out repeatedly or in circles, from one location to another, which in English is also referred to as a tour, and in its plural form it can be in the form of the word "tourism" (Setiawan, 2015).

The word "travel" is also identified with tourism, which is a trip that is carried out many times from one place to another. Tourism as it is, is a planned trip from one place to another, individually or in groups, for the purpose of satisfaction

3. The money spent by the tourist comes from the country of origin where he
- 4.
5. Tour time should not be less than 24 hours or more.

From some of the definitions of tourism by some of the experts above, it can be concluded that tourism is an activity or trip of a person or more to a place other than their place of residence for rest or other purposes. (Chaerunissa and Yuniningsih, 2020).

Tourism Development

Manasef (1995: 1) states that tourism development is all activities and coordinated efforts to attract tourists and

and pleasure. (Sinaga, 2010:12). According to Spillane (1987:20), tourism is a journey from one place to another, temporary in nature, carried out individually or collectively, in an effort to find social, cultural, natural and scientific balance with the environment / Harmony and Happiness. According to Yoeti by Yuniningsih (2018), the tourism industry must meet the following four criteria, including:

1. The journey from one place to another and the appointment takes place outside the environment in which the person normally resides;
2. The money spent by the tourist comes from the country of origin where he can live or stay, and is not earned as a result of his work during the tour;

can live or stay, and is not earned as a result of his work during the tour. prepare all the infrastructure, objects, services and facilities needed to meet the needs of travelers. According to Peirce (1981:12), tourism development also means "community efforts to fulfill or improve the facilities and services needed". Sugiyama (2014: 72) suggests that an additional element of tourism is a tourism component that must exist in tourist destinations. The tourism components are 4A, namely attractions, amenities, ancillary and accessibility.

Tourist Attractions According to Cooper et al (1995: 81) explain there are 4

things that must be owned by a tourist attraction, namely: (Setiawan, 2015)

1. Attraction is a key element to generate tourist interest. The area will become a tourism destination when conditions support its development into a tourist attraction. What develops as a tourist attraction is called tourism capital. How to find out the tourism potential of an area needs to adhere to the needs of tourists. 3 tourist attractions in the capital, namely:
 - a. Human Resource (HR)
 - b. cultural tourism attraction , and
 - c. self-made attraction.

Tourism can be developed into a tourist destination where the city is located. There is a tourism capital that can be developed to accommodate tourists who stay for several days, enjoy several times, or even visit the same place on other occasions. The presence of attractions triggers and attracts tourists to visit tourist attractions.

2. The term facilities and infrastructure used by tourists at a tourist place are facilities. These facilities include: accommodation, restaurants, transportation and travel agencies. As long as the infrastructure is fully utilized, tourist facilities such as hotels, tourist attractions, piers, theaters etc. will be built. The infrastructure used to build tourist facilities includes roads, clean water, electricity, landfills, airports, seaports, telephones, etc. Due to the relationship between utilities and infrastructure, it is clear that infrastructure development must go hand in hand with the development of tourism in general. Also, jointly build infrastructure in order to develop tourism facilities. Developing tourist destinations will be easy to reach. There is a link between facilities and

infrastructure. Infrastructure is a state of utility and vice versa, utilities can improve infrastructure.

3. Additional Services The destination government must provide additional services to tourists and tour operators. The services provided include marketing and urban development (roads, railways, drinking water, electricity, telephone, etc.), coordination of various activities and all laws and regulations related to roads and tourist attractions. Contracts are also things that support the tourism industry, such as regulators, tourist information, travel agencies and players who play a role in the tourism industry.

From some of the opinions of the experts above, it can be concluded that tourism development is coordinated efforts to fulfill and complete services, infrastructure with the aim of increasing the attractiveness and number of tourists.

Impact of Tourism Development

Impact based on Indonesian means result (KBBI). A positive impact is a beneficial impact while a negative impact is a detrimental impact. Of course, the progress of the travel industry will have an impact, either positive or negative. The increase in the travel industry and the expansion of tourist arrivals can have positive or negative consequences and the impacts are local, climatic, economic and social.

The following are the impacts of tourism development:

- a. Environmental Aspect

Like social and cultural influences, this aspect focuses more on negative influences, although there are also positive ones. The positive and negative impacts according to Mill include the following: (Anon, 2009)

Positive impact:

 - 1) Keeping the natural environment clean to attract tourists.

- 2) Protection of coastal and natural fauna forests as environmental features.

Negative impact:

- 1) Shows environmental damage, such as increased levels of water and air pollution, as well as noise and traffic jams.
- 2) Clean large areas of land, houses, roads and parking lots.
- 3) Loss of natural environment as a result of loss of forest cover, wildlife and fresh air

b. Social and Cultural Impact

Mill mentions that this impact is often highlighted as a negative effect on tourism development, even though from a socio-cultural perspective, tourism also has a positive impact (Anon, 2009). There are positive and negative impacts:

Positive impact:

- 1) Preserving monuments of cultural value and historical places.
- 2) Preserving culture, art, dance, customs and forms of traditional clothing

Negative impact:

- 1) Destruction of cultural and historical monuments and places by human activities.
- 2) Cultural Marketing .
- 3) Community crime, consumerism and prostitution are on the rise .
- 4) The erosion of cultural values and social norms due to the interaction of local communities with foreigners.

c. Economic Impact

Tourism activities can have an economic impact, (Anon, 2009):

Positive impact:

- 1) Opening up new business opportunities
- 2) To increase income and improve people's living standards
- 3) Appreciation of the rupiah against foreign currencies
- 4) Can be used as a revenue contribution for the construction of regional facilities and infrastructure
- 5) Adding managerial skills and community skills to encourage other economic activities.

Negative impact:

- 1) Increase in the cost of building facilities and infrastructure
- 2) Rising prices for household goods and commodities
- 3) Very high but only increases seasonally, causing people's income to fluctuate
- 4) With consumer demand for imported goods for some consumables, money flows out.

METHOD

The research approach used in this study is a qualitative approach. A qualitative approach is an approach that is carried out in a natural setting and the data collected is generally qualitative in nature (Neuman, 2013). The informant selection technique that the researcher uses is purposive sampling (purposeful sampling) where the researcher selects a typical sample based on special knowledge or selection criteria (Creswell, 2010). Researchers conducted field observations for approximately 1 month and interviewed informants who worked at the Hok Lay Kiong Temple.

RESULTS AND DISCUSSION

1. Analysis of Hok Lay Kiong Temple Tourism Destinations Using Attraction, Accessibility, Amenity and Ancillary Theory

Hok Lay Kiong Temple represents the Three Religions namely Confucianism, Taoism and Buddhism. People can be seen visiting temples every day, they go to pray or predict wealth or fortune. Visitors seem busy on Sundays or big events such as Chinese New Year, Capgome, funeral ceremonies, Drum Strike, and Xuantian God's Birthday. Prayers and supplications, people usually go to certain gods in the temple according to their needs or expectations, but for the first time, they have to pray to the main god or main god of the temple, namely the Xuantian god Shangdi (Hartati, 2010).

A. Attractions and events held in the Hok Lay Kiong Temple area

Hok Lay Kiong Temple is a tourist destination that you must visit because of its advantages. This temple was founded in the 18th century AD, until now it is still a place of worship by the Chinese in the Bekasi area. Since the construction of this temple until now, it continues to function as a place of worship for Chinese community groups consistently. This pagoda has an area of $\pm 700 \text{ m}^2$ and the pagoda building covers an area of 650 m^2 , and was fostered by the Tri Dharma Foundation.

The Hok Lay Kiong Temple building, has received several renovations and improvements, where it follows the development of the era. However, the main door was maintained and never replaced, retaining the original paint color. On the upper side, to the right and to the left of the main entrance, you can see a board. In addition, there are designs that tell the history of Hian Thian Siang Te, starting from meditating, considering and developing Taoist lessons from Lou Tze's lessons (Chaerunissa and Yuniningsih, 2020).

In addition, the main ornament of the pagoda is a table to place worship equipment. On the front side of the pagoda there are two stoves shaped like pagodas which are used for burning Fu. Hok Lay Kiong itself implies the palace as a source of fortune. Therefore, this pagoda is accepted by the Chinese and Confucian religions as a place that can bring fortune for people who come to visit. Just as Muslims usually visit the mosque every Friday to pray, the Hok Lay Kiong temple is also usually filled with worshipers from various regions consistently every the first and fifteenth, as stated in the Chinese calendar (Nugroho, 2022).

Based on an interview with one of the workers at the Hok Lay Kiong temple, he said that the Hok Lay Kiong temple often holds attractions or events such as the lion dance and liong dragon in certain activities or celebrations.



Picture 1: Attractions and events held in the Hok Lay Kiong Temple area

Source: Tribunnews.com



Picture 2: Attractions and events held in the Hok Lay Kiong Temple area

Source: Tribunnews.com

B. Accessibility to Hok Lay Kiong Temple

Tourists from Bekasi are generally not confused about visiting the Hok Lay Kiong Temple holiday destination on Jl. Kenari I No.1, RT.006/RW.001 Margahayu Bekasi, West Java. However, travelers from far away or even from abroad are clearly confused and afraid of getting lost. Regardless of the transportation method used to get to Hok Lay Kiong Temple in Bekasi, of course, you can use personal transportation, such as a car or motorbike and type in directions to Margahayu Bekasi West Java via Google Maps on your cellphone. Because using your own vehicle can be more fun than using public transportation. You can also use online transportation and can request to the Hok Lay Kiong Temple (Hartati, 2010). //

The location of this pagoda is between relatively dense settlements with its boundaries to the north of Jalan Kenari, to the south, west and east of the residents' houses.

In addition, if you want to use public transportation, you can use buses or trains with transit lines that have routes that pass near Hok Lay Kiong Temple,

namely:\

- a. Bis: K02, K05, P9BT, TP-1
- b. Kereta: BEKASI LINE

Based on the observations made by the author, this pagoda can be reached easily from Bekasi City with a travel time of ± 10 minutes using private vehicles (two-wheeled or four-wheeled) or using public transportation in Bekasi City.

C. Amenities available at Hok Lay Kiong Temple

The facilities available at this temple are its main function which is a place of worship, where every devotee can worship and pray to the gods here. In addition, there are also several routine rituals that are carried out in this pagoda. Religious activities that are still being carried out at the Hok Lay Kiong Temple are: (Hartati, 2010) The facilities available at this temple are its main function which is a place of worship, where every devotee can worship and pray to the gods here. In addition, there are also several routine rituals that are carried out in this pagoda. Religious activities that are still being carried out at the Hok Lay Kiong Temple are: (Hartati, 2010)

1. Celebrating Chinese New Year. By celebrating the bathing of idols and other family relics. In addition, statues and relics were paraded around Bekasi City, accompanied by lion dance performances and various Chinese arts through Buaran Street, Berkah, Bekasi Grand Mosque. However, the show is now only passing through the Kampung China area.
2. The Cap Go Meh celebration is the closing ceremony of the Chinese New Year series on the fifteenth day of the first lunar month.
3. The bad luck ritual is carried out on the Bekasi River, 500 meters from the pagoda, with the ritual of throwing paper with names and

spellings written in the hope of a better life and releasing the turtles.

4. Hit the drum, played at the beginning of the month and at the end of the month.

Based on an interview with one of the mediums (tangsin), there is a tradition of worshipping gods that can be seen in the celebration of the birthday of the main god of the pagoda (sejit). Hok Lay Kiong Temple, which has the main deity Hian Thian Siang Tee, is celebrated on the third day of the third month of the Chinese lunar calendar. The sejit celebration is held for three days. People come to pray, bring food, eat together for blessings and salvation (cia pangan). There are many performances that are held for a period of time, such as the Tangsin which performs fire walking attractions and auctions of goods. Presidential Instruction No. 14 of 1967, forbids all Chinese traditions, so the celebration of sejit cannot be carried out. When the restrictions on Chinese cultural traditions began, the sejit festival was carried out in secret.

D. Ancillary available at Hok Lay Kiong Temple

The tourist destination of the Hok Lay Kiong Temple, located in Bekasi, West Java, can also be referred to as religious tourism and has several facilities and infrastructure, including:

1. Area for vehicle parking
2. prayer room
3. Bathroom / MCK
4. Lodging
5. and others

Based on an interview with the management of the Hok Lay Kiong pagoda, during the pandemic his party also increased the number of supporting facilities for health protocols, such as providers of hand washing facilities to hand sanitizers.

2. The impact of the Hok Lay Kiong Temple tourist destination on local residents

Tourism as a national development is one of the sectors in economic development in Indonesia. The tourism sector is also expected to bring in income for the country. The tourism sector is also currently receiving special attention in developing and utilizing the country's tourism resources and potential as a convincing economic activity, increasing state income or income, expanding employment opportunities and equalizing business opportunities. In the 21st century, the implementation of tourism development in Indonesia must be able to adapt to environmental growth both nationally, regionally and internationally: politics, economy, socio-culture, defense and science and technology. When tourism plays a role as the foundation and mainstay of almost all countries in the world, it is not only economic problems that are expected to continue to grow. However, it also affects other problems such as social, political, religious, cultural, environmental and so on. based on the history of research on tourism and its consequences, from the very beginning the investigation of economic impacts has been given the main place. Concern for social and cultural impacts came later. Similarly, economic research initially emphasized solely on the benefits that can be obtained from tourism. Only then will a more balanced approach take into account both the advantages and disadvantages of other sectors.

The pagoda area which is often used as a place for recreation and study tours makes the area a running economy for the surrounding residents. A number of businesses such as small stalls that continue to grow until now.

Hok Lay Kiong Temple, located in the Bekasi area, West Java, was founded more than 300 years ago, which is the oldest pagoda in Indonesia. Being the oldest pagoda, of course, this pagoda is visited by many Indonesian people, both for worship and just to see the contents of

and around the temple. Hok Lay Kiong itself has the meaning of a palace that brings blessings or sustenance. Thus, this pagoda is believed by the Chinese and Confucian religions as a place that can bring blessings or sustenance to anyone who comes to visit it. Besides being trusted to bring fortune by Chinese and Confucians, the existence of the temple also has a positive impact on the people around the temple. The development of the pagoda into a tourist destination can grow the economy for the local residents. Every Chinese New Year celebration, the atmosphere in the pagoda is very busy both by visitors and traders which can be a blessing for traders. This can expand MSME activities for local residents and provide employment opportunities.

Based on an interview with the Head of the Hok Lay Kiong Temple Foundation, the number of residents of Chinese descent in Bekasi is around 1000 people out of a total of 2.3 inhabitants of Bekasi. About 30 percent of them live around Jalan Mayor Oking and its surroundings so that the Hok Lay Kiong temple can be used as a place of worship as well as a tourist destination.

The existence of a tourist destination for the Hok Lay Kiong Temple also has an impact on the behavior of the surrounding community. The surrounding community becomes more open and respects the beliefs of others, eliminating negative prejudices against a particular ethnicity. Moreover, Indonesia has recognized at least 6 recognized religions, including Confucianism. With this mutual respect, people can live in peace and security. The impact that is most felt with the existence of the Hok Lay Kiong Temple is cross-cultural awareness. Which can increase mutual understanding and understanding from different cultural backgrounds. Opportunities in exchanging knowledge, ideals and traditions are more wide open than before. With the existence of the Hok

Lay Kiong Temple, it can also introduce the wider community to the Bekasi area which if it is widely known there will be development that can benefit the welfare of local residents. It can also encourage the maintenance and quality improvement of cultural and environmental values while maintaining their sustainability.

CONCLUSION

Based on the discussion, it can be concluded as follows: Hok Lay Kiong Temple represents the Three Religions namely Confucianism, Taoism and Buddhism. People can be seen visiting the temple every day, they go to pray or predict wealth or fortune has its own charm, access to the pagoda is also fairly easy and accessible, there are also several facilities provided for visitors to the pagoda. The attractions found in the Hok Lay Kiong Temple are the ornaments and designs of the pagoda itself. The distinctive red colors make this pagoda attractive. In addition, the events that are held during the celebration of major holidays are the main attraction. Accessibility to get to Hok Lay Kiong Temple can be reached easily by using the K02, K05, P9BT, TP-1 bus or using the BEKASI LINE train. Amenities at Hok Lay Kiong Temple are celebrating Chinese New Year, Capgomeh celebrations, bad luck rituals carried out on the Bekasi River and hitting the drum, playing at the beginning of the month (full moon) and at the end of the month (small moon). And the last one is ancillary at the Hok Lay Kiong Temple, namely there is a vehicle parking area, prayer room, bathroom / MCK, lodging and many others.

Tourism as a national development is a part that has special attention in economic development in Indonesia. The tourism sector is also expected to provide income for the country. Even the tourism sector is currently receiving special attention, developing and utilizing the country's tourism resources and potential as

a convincing economic activity, increasing state income or income, expanding employment opportunities and equalizing business opportunities, especially for local residents. The impacts that can be felt by residents around the Hok Lay Kiong Temple include economic growth for local residents, the surrounding community becomes more open and respects the beliefs of others, eliminates negative prejudices against a certain ethnicity, cross-cultural awareness that can increase mutual understanding and respect. understand from different cultural backgrounds. Opportunities in exchanging knowledge, ideals and traditions are more wide open than before.

SUGGESTION

The tourist destination of Hok Lay Kiong Temple which is visited by many visitors can have a positive impact on local residents, the region and the country. Tourism is one of the sectors in supporting sustainable development goals or Sustainable Development Goals. Tourism as a national development is a part that has special attention in economic development in Indonesia. The tourism sector is also expected to be able to provide income to the country. Even the tourism sector is currently receiving special attention, developing and utilizing the country's tourism resources and potential as a convincing economic activity, increasing state income or income, expanding employment opportunities and equalizing business opportunities, especially for local residents. Hok Lay Kiong Temple has a positive impact on the local and national economy. For this reason, in maintaining the existence of the Hok Lay Kiong Temple and economic development, it is necessary to maintain the Hok Lay Kiong Temple so that it remains a temple that is continuously visited by the public. To become a tourist destination that remains sustainable and is the oldest pagoda in Indonesia. With the maintenance of the pagoda will have a good

impact on the surrounding residents.

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