

Analysis of the Potential of Napak Tilas Selamatan Buyut Cungking as A Cultural Tourism Attraction in Banyuwangi

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ABSTRACT

Penelitian ini bertujuan menganalisis strategi pengembangan Napak Tilas Selamatan Buyut Cungking sebagai daya tarik wisata budaya di Banyuwangi. Tradisi tahunan This study aims to analyze the development potential of the Napak Tilas Selamatan Buyut Cungking tradition as a cultural tourism attraction in Banyuwangi. This annual tradition of the Osing community is held every 1 Muharram in Baluran National Park as a form of respect to the ancestor, Ki Buyut Wangsakarya. The research employed a descriptive qualitative approach with data collection techniques including participatory observation, in-depth interviews, documentation, and online questionnaires. Informants consisted of the Cungking community and prospective tourists to complement the observation and direct interview data. The analysis applied the 6A framework (Attraction, Accessibility, Amenities, Accommodation, Activities, Ancillary Services). The findings reveal that this tradition has strong cultural and spiritual appeal through its historical values, unique rituals, and community involvement. Accessibility to the location is relatively adequate but still relies mainly on private transportation. Facilities such as toilets, parking areas, and homestays are available but require improvement. Accommodation and supporting services need further development, particularly through the establishment of a cultural information center and the empowerment of local MSMEs. The Napak Tilas activity is considered attractive as it offers both participatory and educational experiences. Community participation also strengthens cultural identity and social solidarity. The analysis indicates that the Napak Tilas Selamatan Buyut Cungking tradition holds great potential to be developed as an annual and sustainable cultural tourism attraction, provided that its management is based on cultural preservation, community participation, and environmental conservation.

Keywords: *Napak Tilas, Buyut Cungking, Cultural Tourism, 6A Framework.*