

An Analysis of the Development Strategy for the ‘Lintas Cahaya’ Show as a Means of Increasing Tourists’ Interest in Visiting the Vredeborg Fort Museum in Yogyakarta

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ABSTRACT

A study titled “Analysis of the Development Strategy for the ‘Lintas Cahaya’ Show in an Effort to Increase Tourist Interest in Visiting the Vredeborg Fort Museum in Yogyakarta.” The “Lintas Cahaya” show is a flagship attraction of the Vredeborg Fort Museum in Yogyakarta that combines historical value with video mapping technology. This show still faces challenges in terms of content, facilities, and technical aspects, which could potentially reduce tourist interest. This study aims to describe the current conditions, supporting and inhibiting factors, and to formulate appropriate development strategies to increase tourist interest in visiting the Vredeborg Fort Museum in Yogyakarta. The method used is descriptive qualitative research through observation, interviews with 16 informants who had watched the Lintas Cahaya performance, and documentation. The current conditions were analyzed based on five elements of the performing arts: time, space, the presence of artists, interaction. Content-which is considered monotonous and facilities, which are still limited. The main strengths are the uniqueness of the cultural heritage building and the positive emotional response from tourists. The main weaknesses are outdated content and insufficient promotion. The SWOT analysis yielded eight priority strategies, including improving supporting facilities and infrastructure, developing disaster risk mitigation protocols, evaluating costs and budget efficiency, and diversifying audiovisual content. These strategies will be implemented in phases over the short and medium term.

Keywords: development strategy, Lintas Cahaya, tourist interest, SWOT, Vredeborg Fort Museum