PANJI CULTURE STUDIES IN TOURISM FACULTY, CIPUTRA UNIVERSITY, SURABAYA

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Abstract

The story tells about Raden Panji, a son of the King of Kahuripan, with his lover, Dewi Sekartaji, a daughter of the King of Daha. The story began from the oral story, transformed into a literature, visual, and performing arts. This transformation process was the creation of a Panji Culture. Cultural transformation is closely related to the dimensions of history and archeology.

Culture learning aloft by a multi-disciplinary science began to flourish. Faculty of Tourism in Ciputra University aloft Panji Culture in the course. Panji Culture class aloft in Faculty of Tourism, Ciputra University, teach culture to the students who do not have a knowledge background of archeology, history, and culture. Therefore, the research problem is how the study of Panji Culture in Faculty of Tourism, Ciputra University, Surabaya?

This research is qualitative descriptive study aimed to describe the Panji Culture studied in Faculty of Tourism, Ciputra University, Surabaya. Sources of primary data obtained through observation and documentation during the lecturer, as well as interviews with key informant. Secondary data sources obtained through the study of relevant literature.

The conclusion of this study are, first, to introduce the local culture to students majoring in tourism needed creativity in teaching and curriculum. Methods of teaching in a way that was delivered classical by archeologist, combined with the assignment of students to read main and supplement literature, guest lectures from cultural actors, as well as testing model that is not memorization model, making Panji Culture class likable by the student. Second, the learning that emphasising on the learning experience of students directly interact with Panji Culture aloft the key to success in the learning process that raising a local content. Here, outing class directly visiting sites related to Panji Culture lasting effect on students because they see firsthand the products of Panji Culture. Third, learning Panji culture can be understood by students majoring in tourism faculty through the assignment of activities that promote the implementation of the spirit of entrepreneurship by creating of creative economy products based on Panji Culture.

Keywords: panji culture, the creative economy

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