

## West Java as the Center of Traditional Sundanese Medication in Indonesia: A Culture and Tourism Study

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### ABSTRACT

The study discusses the opportunities and challenges of West Java as the traditional Sundanese medical center in Indonesia. The method applied in this study is descriptive qualitative method. The technique of collecting data is through deep observation and interviews. The research was conducted in 2018-2019 by conducting field research in eight areas of the city and district in West Java. The purpose of this research is to describe the type of traditional medication in West Java and examine the potential of traditional medication to serve as a traditional medical tourism. The results showed that this type of traditional treatment in West Java consisted of types of massages, massage, spell, treatment with certain media, and religious-based treatment. All the regencies and towns of West Java have the most excellent places in this traditional medication. Thus, West Java has potential tourism asset of Sundanese medication in Indonesia. However, the growth of traditional medication as a tourism asset of West Java still needs to be supported by the development of facilities and infrastructure so that it can attract tourists to come to West Java.

**Keywords:** traditional medication, West Java, Culture, tourism, Indonesia

### INTRODUCTION

As a masterpiece, copyright, and a sense of society, culture should be able to devote itself to the interests of its supporting community life. Those can be technology, material culture, and culture of value and character. In a simple sense, culture is also defined as a form of customs or traditions of society. In line with the previous statement, there is a tradition in Sundanese people, especially in West Java about traditional medication.

Traditional medicine is part of one heritage passed down from generation to generation, both spoken and written (Djlintik, 1983). Generally, traditional medication in our society is a hereditary knowledge of ancestors who have been to become an ideology. Before modern ways turn up, our ancestors have known there is a health problem in human beings to be addressed.

Various types of human diseases, both physical and psychic diseases with traditional ways of herbs from the biological wealth that exist around life, or also by using certain Spells to cover perfectly medication.

Until now, the knowledge of medication and traditional medication is still used by some

communities although it is limited in certain circles to cope with the pain in emergency conditions and maintain health. In addition, the different types of plants focused on traditional medication continue to be developed for the sake of modern medication. (Nisfiyanti, 2012).

On the other hand, culture is always dynamic in accordance with the development of the era and people's life; it is also in the case of traditional medication. Although it belongs to the traditional medication category, the orientation of treatment is not only focused on healing the disease, but also it has other interests such as commercial objective.

One of traditional medication and the commercialization correlation form is to make traditional medication as a tourist attraction. It is in line with what is targeted by the Ministry of Tourism and the Ministry of Health of Republic of Indonesia. Health and fit tourism is one of the special interest tourism programs that will be developed by the Ministry of Tourism and Ministry of Health in this year. It was contained in a memorandum of understanding in the National Coordinating Meeting (Rakornas) Tourism III in Jakarta 26-27 September 2017. (Wicaksono, 2018). Based on memorandum of understanding, Ministry of Tourism role is to

develop a standard of tourism business in the field of health tourism, to carry out socialization of traditional health tourism which is unique, authentic, and accessible, and to develop cooperation between Tourism and health service facilities established. In addition, Ministry of tourism also tasked with drafting the marketing strategy of health care products that are being attraction and competitiveness of Indonesian tourism. Not only that, Kemenpar must identify and propose various flagship products of Indonesian health tourism to be patented as intellectual property in Indonesia and the world. (Wicaksono, 2018)

Almost all regions in Indonesia have cultural assets in terms of traditional medication, including West Java. West Java is one of the provinces in Indonesia and administratively has 18 districts: Bogor Regency, Sukabumi Regency, Cianjur Regency, Bandung Regency, Garut Regency, Tasikmalaya Regency, Ciamis Regency, Pangandaran Regency , Kuningan Regency, Cirebon Regency, Majalengka Regency, Sumedang Regency, Indramayu District, Subang Regency, Purwakarta Regency, Karawang Regency, Bekasi Regency, West Bandung Regency; and 9 cities: Bogor City, Sukabumi City, Bandung City, Cirebon City, Bekasi City, Depok City, Cimahi City, Tasikmalaya City, and Banjar city.

### RESEARCH METHOD

This research aims to determine how the traditional medical factual condition in West Java and its potential to be used as a tourism asset of Sundanese medical tourism in Indonesia. The method used in this research is a descriptive qualitative method with data collection techniques through deep observation and interview techniques. Data was collected in

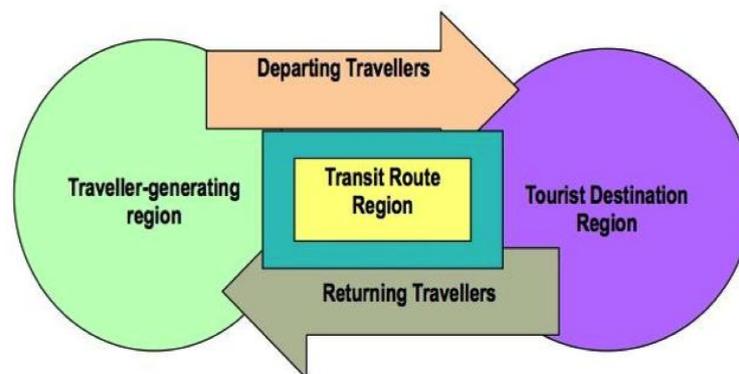
the period 2018-2019. In this case researchers conduct field research directly eight areas of the city and district in West Java to identify the types of treatment that exist in West Java. The eight areas are Bandung, Cimahi, Bogor, Karawang, Sukabumi, Tasikmalaya, Ciamis, and Bekasi.

### RESULT AND DISCUSSION

Tourism and tour are defined based on the background of the expertise of its definition and purpose. However, there is always the same thing in every definition, which always means principles and desired principles. The fundamental principle is a principle that must be appeared in the definition of tourism, while the desired principle is the desired principle or expected in a definition of tourism. The fundamental principles cover the subject principle, the displacement principle, the return principle, the motivation principle, the hospitality principle, the experience principle, the communication principles, and technological principles. While the desired principles cover the sustainability principles, the equality principles, the public and personal principles supremacy, the alter principles, and ethical principles.

The experience principles occurred by tourists is being a problem a key problem to increase the arrival of tourists in objects and tourist attractions and tourism destinations. The experience received by travelers must be positively positive. This positive experience has to be experienced by tourists since he went from where he lived until he returned to his residence. Leiper (1990) has made a model for tourist travel from where he lived until he returned to his residence. The model is known as the models of the Tourism System Leiper (1990).

Model Sistem Pariwisata Leiper



Sumber: Dimodifikasi dari Leiper, 1990.

As following the model above, there are five areas in the model:

Traveler-generating region, which is the area of tourists originating and from its native region tourists to the tourist destination; 2. Departing travelers, i.e. tourist departures; 3. Transit Route region, which is the area that tourists travel on the way to the destination area or also called the Transit area; 4. Tourist-Destination region; the area that is the destination of tourist destinations (tourist destination); and 5. Returning travelers, namely the return of tourists from the tourist destination area.

Positive experience experienced by tourists is ideally felt in the five areas. The positive experience will be perceived by tourists in the tourist attractions, tourism accessibility, tourism facilities (both direct and indirect), and hospitality in the tourism industry that caters to tourists, and Local people receiving tourists.

A positive experience in the aspects of tourist attractions will be felt in the form of satisfaction enjoying the attraction in a particular tourism destination. The satisfaction of enjoying the tourist attractions is a key issue of tourist arrivals. If the level of satisfaction is high, the more tourists will visit. Conversely, if the level of satisfaction is low, the fewer tourists will visit. In the end, tourism objects will be skipped by tourist if it is disappointing. Therefore, good tourism accessibility, tourism facilities, service from the tourism industry, and the hospitality of the locals accept tourists, will not mean if the tourist attractions are not satisfying tourists. Tourists will not return to visit the tourism destination and the dissatisfaction will be very rapidly spread to prospective tourists, especially with information technology aid.

Butler (1980) has created the life cycle model of tourism destinations (TALC = Tourism Area Life Cycle). According to Butler (1980) there are six phases of life cycle a tourism destination, namely the exploration stage, the level of involvement, the development stage, the consolidation stage, the stage of stagnation, and the stage of post negotiation. At the stage of post negotiation, there are two possibilities, namely rejuvenation when there is an innovative change in tourist attractions and a decline as a result of low interest towards tourism destinations.

According to the Model TALC Butler (1980) the innovations in tourist attractions are important. Goeldner and Ritchie (2012) categorize tourist attractions into five types,

namely nature attractions, cultural attractions, special event attractions, recreation and entertainment. According to Goeldner and Ritchie (2012) traditional medication can be used as a tourist attraction, which can be categorized as a cultural tourism attraction. Traditional medication can be enjoyed and attracted as local wisdom. At least, through local wisdom, tourists can learn healthy life cultures.

Traditional medication belongs to health tourism. Although health tourism has been running since Roman era (Cook, 2008), but as a form of study is still not long. Related to health tourism, Cook (2008) distinguishes between health tourism and medical tourism. Health tourism refers to general health, while medical tourism refers to the merger of tourism with treatment, surgery, or dental care to improve or restore long-term health. In Indonesian language, both the terminology of health tourism in English can be translated into health tourism for health tourism and tourism treatment for medical tourism. Moreover, traditional medication can be categorized by a form of health tourism and medical tourism.

The results of field studies show that traditional medication in West Java is divided into several types that are. (1) Traditional treatment with the way of massage. (2) Traditional treatment in a sequential way, (3) A groups treatment in spelling manner. (4) Traditional treatment with certain media, such as water, egg, animal, fire, young coconut, etc. (5) Traditional treatment with certain medicinal herbs, (6) Traditional treatment with Islamic prayer media, (7) traditional medicine with the medium of offerings and belief in ancestors.

As following below, it is described some of the traditional medical treatment in the five districts in West Java, Indonesia. In this paper only presented some types of traditional medication itself. First, the traditional medication of Haji Oni. It is located in the Bintang Alam housing Jambe Karawang Bay. It is a massage treatment at certain nerve points to come with by certain prayers. In general, patients who come to the treatment of Haji Oni are those who have a stroke of both mild and severe strokes. By conducting regular therapy to Haji Oni, patients who were initially unable to move part of their body could become normal again. Second, the traditional treatment Ustadz Iwan Maulana (39 years) in Bekasi. He is a Sundanese tribe, the youngest child, he has physically handicap, was

born 10 on 10, and in 10 months. Treatment is conducted through some water containing prayers, herbal capsules, oil, and some herbs that can be purchased in the treatment place directly.

Thirdly, traditional treatment from AbahAno and it is located in Pinayungan Sukatani village Karawang. The treatment relied on a hand-made massage as well as a special massager with wood. In addition to wooden tools, AbahAno also uses green coconut oil when sorting or massaging his patients.

Fourth, traditional medication from H. Obay. It is a traditional treatment for patients who have broken bones or sprains located at Citapen 04 Road Cililin District of Bandung. Treatment can be taken place in-patient and also outpatient.

Fifth, the traditional treatment of Ibu Dedeh in Cimahi began in 1995 and it is known as the traditional treatment of magical fingers. So called because the therapy is such kind a massage. The massage expertise owned by Bu Dedeh, is heirs from his ancestors who have the ability to treat a wide range of diseases. And both parents had the same ability like she had.

Sixth, Mr Udel's traditional medication (Hamzah). It is a treatment that uses the usual and real green coconut as its medium. Therapy of green coconut water can treat various types of diseases that are difficult to cure. Mr Udel's treatment is located in Cijambe Village, District Cikalong Wetan Bandung Regency.

Seventh, H. Erna Traditional medication which is located in Ciawi Bogor area. The medication of Haji Erna is generally visited by those who have fertility problems and want to have children and other types of diseases. Haji Erna treatment uses massaging and prayer. Moreover, she also uses certain medicinal plants that should be consumed by her patients.

Eighth, treatment that uses one of the offerings is done by Abah Udin in Karawang. Abah Udin is known as a magician on his village and frequently visited by people who have certain intentions, such as wanting to put up a susuk (the things that can beautify), using pellet to get something like a soul mate, selling sales, jobs, etc., also to be Rich, and get protection when it will go to the battlefield or serving. Media performed Abah Udin when doing his effort is to make certain prayers and spells that he read in front of Padaringan in a certain room in his home. In Padaringan, there are various kinds of

heirloom, rice, and stone as a media of prayer, flowers, offerings, coffee, and food. etc.

The results showed that in almost all regions in West Java had certain potential advantages in traditional medication. Traditional medication consisted of various types; it shows the potential assets of traditional medication itself. Those can be a major capital in the development of traditional medication as tourism attraction in West Java.

If it is examined based on the aspects of tourist attractions, traditional medication in West Java has attracted tourists both domestic tourists (from various regions in Indonesia and not only the people from West Java), and international (in this case International tourists are still limited to tourists from Malaysia) and bring a positive impression to its users. The informant involved in the traditional medication as a patient feel positive effect from traditional medication that they are meant to come back to do similar or other treatments. However, accessibility, facilities and hospitality factors are still a problem in the development of traditional medication as a tourism asset in West Java.

Some places of traditional medication are in a region that is quite difficult to reach because traditional Sundanese medication is still developing in non-urban areas. Thus, access to this traditional treatment site becomes difficult and it can be a barrier to the tourists who will do traditional treatment. In addition, some traditional medication that generally exists in West Java still do not maximize the form of service/hospitality.

Dirty and unhygienic place and less comfort for visitors can make the patient do not want to come back to the place. Therefore, the role of government is needed in facilitating this traditional medication to become an asset of health tourism in West Java. The Government also in this regard the Ministry of Health and the Ministry of Tourism need to do cooperation to promote traditional medication as a destination for health tourism/medication West Java.

## **CONCLUSION**

The results showed that traditional medication in West Java was divided into several types of traditional medication, those are. (1) Traditional treatment with the way of massage. (2) Traditional treatment in a sequential way, (3) A groups treatment in spelling manner. (4) Traditional treatment with certain media, such

as water, egg, animal, fire, green coconut, etc. (5) Traditional treatment with certain medicinal herbs, (6) Traditional treatment with Islamic prayer media, (7) Traditional medication with the medium of offerings and belief in ancestors. Almost all regions in West Java have a certain potential for excellence in traditional medication.

Traditional medication consisting of various types shows the potential assets of traditional medication itself. These assets can be a major capital in the development of traditional medication as a tourist attraction in West Java. However, accessibility and facilities and hospitality factors are still a problem in the development of traditional medication as a tourism asset in West Java. Therefore, the role of government is needed in facilitating this traditional medicine to become an asset of health tourism in West Java.

The Government also in this regard the Ministry of Health and the Ministry of Tourism need to do cooperation to promote traditional medication as a destination for health tourism/medicine West Java.

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**Citation:** Dadang Suganda, Wagianti, Sugeng Riyanto, Nani Darmayanti, "West Java as the Center of Traditional Sundanese Medication in Indonesia: A Culture and Tourism Study". (2019). *International Journal of Research in Humanities and Social Studies*, 6(9), pp.12-16.

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