

Development of Kota Gede, Pleret, and Kartasura Tourism Based on Cultural Memory of Islamic Mataram

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ABSTRACT

The sites of the former centers of Islamic Mataram power in the 16-17 centuries in Kota Gede, Pleret, and Kartasura are important historical sites for the past of Islamic civilization in the interior of south-central Java. Preservation involving the state, community, and the general public has been carried out at the sites of the three former Islamic Mataram capitals. These sites allow local communities to develop their potential through tourism activities. Often sites as relics of the past stop only as heritage, without further directing them into capital for tourism development. This paper examines how local people take advantage of the site (heritage) and then use it as capital to create a creative economy based on memory, both historical and oral tradition, for the sites of Kota Gede, Pleret, and Kartasura. The sites and memories of Islamic Mataram have become an attraction for the creative tourism economy developed by the local community.

Kata Kunci: *Wisata, Mataram Islam, Kota Gede, Pleret, Kartasura, Memori Kultural*