

# The Role of the Cangkuang Temple Site in Kampung Pulo as a Source of Entrepreneurial Activities

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**Abstract**– The cangkuang temple site is a form of cultural heritage tourism whose existence should be preserved because it has essential value for history, knowledge, education, religion, and culture. This study aims to review the potential from the perspective of entrepreneurial sources. This study is a descriptive study with a qualitative approach. The population in this study were entrepreneurs around the cangkuang temple. Sampling by incidental sampling for visitors and people who do activities around the cangkuang temple, and purposive sampling for managers. Data collection techniques used are observation, interviews, questionnaires, and documentation. Data analysis techniques use data reduction, data presentation, and data verification. The results of this study can provide cangkuang temple shows that the richness of cultural values owned by the site can be used as a source of inspiration in developing creative and educational products. Therefore, it can be concluded that the development of tourist destinations that can increase entrepreneurship in rural areas by using local cultural assets can encourage economic growth through job creation and increasing community income.

**Keywords:** cangkuang temple site, tourist destinations, entrepreneurial sources.

## I. INTRODUCTION

Indonesia is an archipelagic country whose population has various customs, cultures, languages, religions and natural resources. abundant natural resources. Indonesia's cultural diversity and natural wealth have abundant tourism potential to be developed from natural resources or the uniqueness of its cultural diversity. Cangkuang Temple is one of the cultural sites that has a strategic role as a source of entrepreneurship, especially through its utilization in the tourism sector and the development of the creative economy [1].

The existence of this site not only reflects the rich history and deep traditional values, but also offers opportunities for business development rooted in cultural heritage. Research conducted by [2] revealed that the history and cultural values contained in cangkuang temple can be used as a basis for developing authentic tourism products and educational activities that prioritize the preservation of cultural values. Thus, this site has the potential to attract tourists seeking authentic cultural experiences, as well as open up space for local entrepreneurs to build innovative business models that integrate historical and cultural aspects.

Cangkuang temple Site is one of the cultural heritages that has historical value, a symbol of local wisdom, and great potential as a source of entrepreneurship through the development of tourism and the creative economy. Utilizing this cultural site as a basis for business development not only maintains traditional values and cultural authenticity, but also opens up opportunities for innovation in the form of tourism products, souvenirs, and tourism support services that combine historical stories and local wisdom values. [3].

Cangkuang temple as an ancient site has the potential to become an interesting cultural tourism destination, especially when associated with the concept of worship and religious rituals that are still carried out traditionally. Utilization of this site within the framework of cultural tourism can open up business opportunities in the culinary, craft, and tourism support service sectors, so that the local economy can grow in line with efforts to preserve cultural heritage. This approach is in line with the creative economy development strategy where historical value is used as an attraction to create an innovative business ecosystem [4].



The objects of the research taken were MSME entrepreneurs around cangkuang as well as visitors and heads of cultural heritage sites who were studied in depth regarding the conditions in the surrounding environment and their influence on the community's economy. Here is a picture of cangkuang temple site:



Source: research, 2024.

Figure 1. observation process

Sustainability of cultural heritage can be achieved through synergy between the preservation of cultural values and the development of entrepreneurial activities. The experience of visiting cultural sites such as cangkuang temple not only provides spiritual and historical value, but also opens up opportunities for business actors to develop cultural tourism-based businesses, including the provision of tour packages that refer to local traditions and wisdom [5]. This indicates that the use of cultural sites as a source of entrepreneurship is able to generate significant economic value while maintaining the sustainability of traditional cultural identity.

Integrating tradition with modern business strategies can produce a sustainable and profitable business model. In the context of cangkuang temple, preserving historical values and cultural authenticity is an important asset for creating an authentic tourism experience, which in turn can increase visitor loyalty and drive destination appeal. The authenticity of a site not only increases tourist interest, but also provides legitimacy for local entrepreneurs to develop products and services rooted in that cultural heritage [6].

In addition, advances in digitalization provide strategic opportunities to promote cultural sites to a wider audience. Digitalization in cultural tourism

promotion allows the creation of interactive content that is able to convey the story and historical value of Cangkuang Temple in an interesting and informative way. The use of digital technology in introducing cultural tourism can boost recognition of the potential of a destination, which at the same time supports micro, small, and medium enterprises (MSMEs) in the tourism sector [7]. On the other hand, legal aspects related to cultural digitalization through e-tourism need attention to ensure that tourism promotion and development run in accordance with regulations and support harmonious cultural preservation [8].

Thus, the synergy between cultural preservation, innovation in entrepreneurial models, and the use of digitalization is a strategic framework that can optimize the potential of cangkuang temple as a source of entrepreneurship. [9], [10]. Developing businesses rooted in cultural values not only creates economic value, but also contributes to the preservation and strengthening of local cultural identity. Thus, sites such as cangkuang temple have a dual role as historical tourist attractions and as catalysts for business development that empower local communities through local wisdom-based entrepreneurship.

## II. LITERATURE REVIEW

### 2.1 Entrepreneurship in the context of Culture

Cultural heritage sites as catalysts in local economic development through entrepreneurial innovation and community empowerment. Historically, Cangkuang Temple not only holds cultural and spiritual values, but also has the potential to become a tourist magnet that can encourage creative economic activities.

Entrepreneurship in the tourism sector, research has shown that community-based approaches and local product innovation are key factors in increasing the competitiveness of destinations, especially in rural areas. [11] emphasizes that community empowerment through rural tourism development can accelerate business innovation and create sustainable economic benefits.

Rural tourism has a strategic role in optimizing the use of natural and cultural resources synergistically, so that destinations such as cangkuang temple can be used as a basis for developing micro and small businesses based on local wisdom. [12].

Digital transformation enables business actors to be more creative in designing products and services integrated with culture-based tourism experiences. According to [13], a framework that integrates digital transformation with the concept of social entrepreneurship in tourism has been developed, which provides a basis for cultural destinations to adopt technological solutions in promoting and managing tourism activities. Thus, digitalization not only improves operational efficiency but also expands the market reach for businesses growing around Cangkuang Temple.

## 2.2 Cangkuang Temple Destination as Economic Enhancement

The development of the Cangkuang temple tourist destination as a source of entrepreneurship must be carried out through a holistic approach that combines the preservation of cultural values, empowerment of local communities, product innovation, and the use of digital technology. The synergy between these factors not only increases tourism attractiveness, but also contributes to the growth of an adaptive and sustainable entrepreneurial ecosystem, in entrepreneurship.

Cangkuang Temple, as a historical site with high cultural value, acts as a tourism magnet that can stimulate economic growth by increasing direct income from tourist visits and the development of micro, small and medium enterprises (MSMEs) in the surrounding area [14].

Tourism destinations have a strategic role in creating a dynamic and sustainable entrepreneurial ecosystem [15]. The study highlights the importance of collaboration between government, business actors, and local communities to integrate history, culture, and digital innovation in tourism destination development.

Community-based tourism approaches have also been shown to have a positive impact on improving economic welfare, as described by [16]. The study showed that active involvement of residents in tourism activities not only increases direct income through the service and trade sectors, but also fosters a multiplier effect where income from the tourism sector is channeled to other sectors in the local economy. This kind of empowerment model is very relevant to study in the context of Cangkuang

temple, which has the potential to support local economic development programs through various initiatives, such as the development of craft products, culinary specialties, and thematic tourism packages [17].

## III. RESEARCH METHODS

This research approach that will be used is a qualitative descriptive approach, this qualitative approach is a method to understand the meaning and explore something that will be studied [18]. Qualitative research is more descriptive and does not emphasize numbers, the data collected is described so that it is easy to understand by others. This qualitative research can be carried out in its entirety on a research object, and then from various aspects of the research will be described through relevant words and clearly can be accounted for. Qualitative research methods are used to investigate, find and describe the objects being studied.

Table 1. Data interviews and observations

No	Informant	Amount
1.	Traditional head of the Pulo traditional village community	5
2.	Entrepreneurs of the Pulo traditional village community	10
3.	Pulo traditional village tourists	

Source: research, 2025.

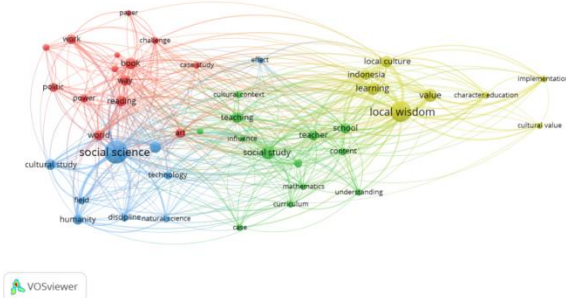
The location used as the object of research is Pulo Traditional Village to identify the destination of Cangkuang Temple as a source of entrepreneurship. Data collection techniques and research instruments use data triangulation with observation, interviews and learning documentation, data analysis techniques through data reduction, data presentation, data verification and conclusions [19]. In analyzing the documentation data reviewed from relevant previous research and analyzed through *publish or perish software* and analyzed with *vosviewer*.

## IV. RESULT AND DISCUSSION

Research findings from interviews and observations with community leaders of the Pulo traditional village revealed that an adaptive approach to utilizing temples, such as changing traditional functions into historical education spaces, craft galleries, and cultural interaction centers, is an effective strategy for creating innovative tourism products that can increase the economic value and attractiveness of destinations.



Based on interviews with community leaders of the pulo traditional village, it was highlighted that the existence of the cangkuang temple not only functions as a symbol of cultural identity and historical heritage, but also has the potential to be used as a platform to develop micro, small and medium enterprises (MSMEs) through innovative initiatives that integrate aspects of cultural preservation with entrepreneurial activities. Based on the relevance of previous research, the novelty in this research can be interpreted as follows:



Source: Vosviewer, 2025.

Figure 2. Identification of research innovations

The private sector in optimizing the economic potential of cangkuang temple. The implementation of community empowerment strategies, such as entrepreneurship training for local MSMEs and assistance in developing thematic tourism products, has increased social participation and created a multiplier effect on the economy. Entrepreneurship in rural areas by utilizing local cultural assets can encourage economic growth through job creation and increasing community income. The results of this cross-stakeholder collaboration have proven crucial in ensuring that the economic benefits generated are inclusive and sustainable.

Cangkuang temple has great potential as a source of entrepreneurship through the application of circular economic principles, adaptation of cultural functions, and sustainability-based development strategies. A holistic approach that integrates the preservation of historical value with tourism product innovation as well as legal policy support and community empowerment is the main key to converting this cultural asset into a driving force for the local economy.

Cangkuang temple shows that the richness of cultural values owned by the site can be utilized as a source of inspiration in developing creative and

educational products. Although the research focuses on the utilization of mathematical concepts manifested through the reliefs and architectural structures of the temple, this indicates the existence of a wealth of symbolic and artistic values that can be adapted as an attraction for cultural-based tourism businesses [20].

Adapting these values into creative products such as souvenirs, craft workshops, and training activities related to local culture can be an effective strategy to increase community participation in entrepreneurial activities, which ultimately encourages regional economic growth [21]. This requires infrastructure and increased community awareness, which needs to be addressed through collaboration between the government, educational institutions, and the private sector so that the economic benefits generated can be widely felt by the local community.

The management of historical value preservation, improvement of supporting infrastructure, and readiness of human resources still need attention so that the economic potential generated can provide optimal contribution to regional development. The implementation of this regulation, if combined with innovation in the use of digital technology for marketing and destination management, can be the main driver in the transformation of cangkuang temple into a dynamic source of entrepreneurship [22].

The potential of cangkuang temple as a source of entrepreneurship for the community can be realized through synergy between preserving cultural values, tourism product innovation, and community empowerment. Increasing entrepreneurial capacity through training and mentoring, as well as utilizing digital technology in marketing culture-based products, are strategic steps to convert these historical assets into inclusive and sustainable economic opportunities.

## V. CONCLUSION

Based on the results of the research that has been carried out, the cangkuang temple site as one of the tourist destinations in Garut provides efficient opportunities for entrepreneurial progress. This can provide support in creating business opportunities for local communities, by creating a creative economy.



The creative economy will create creative products for the service needs of the surrounding community and beyond. Thus, through the development of tourist destinations that can increase entrepreneurship in rural areas by utilizing local cultural assets, it can encourage economic growth through job creation and increasing community income, as well as increasing the creative economy.

Practical recommendations include strengthening the institutional and regulatory framework that supports the development of cultural tourism, through the establishment of cross-sector collaborations involving tourism, culture and regional planning offices.

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