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Utilization of Folklore Sasak *Doyan Neda* as the Material Development of Cultural Tourism in Lombok: the Study of Antropholinguistic

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INTRODUCTION

Folklore is one of the types of literature found in the communities in the various regions. Folklore can serve as means of information on the conditions of the communities of the area. It is included on the community the Sasak in Lombok island has one of the folklore which describes the condition of the community island of Lombok in the past namely folklore Hooked Neda.

PURPOSE/AIM & BACKGROUND

As for the folklore has another important aspect of a complete form of ecological aspects (natural environment), social (public life), and cultural (cultural) which describes the condition of the Sasak community in the past. In this case, folklore theories examined Neda Hooked antropolinguistik thus obtained some results related with the three aforementioned aspects.

METHODOLOGY

The study also uses multiple methods i.e. in terms of data collection using the library and interviews, and then analysis of the data using descriptive and analytic presentation of results to use informal methods.

FINDINGS/RESULTS

Based on the research conducted, the results obtained are related to folk story Hooked the Neda could potentially be used as a matter of cultural tourism development on the island of Lombok is the elements contained in the folklore documented in the form of reading material.

CONCLUSION/IMPLICATIONS

The reading materials will then be used by the various parties involved in the world of tourism, good government through tourism, private parties (hotel and tour operator), and the general public. As for the development of tourism contains material on various aspects of culture that are owned by the people of Sasak like human behaviour towards nature, the activity of the social conditions and cultural traditions of the community.

Keywords: folklore, Doyan Neda, antropoholinguistic, cultural tourism