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Karapan Sapi *Tangghe* ' as a cultural tourism attraction based on local wisdom in Madura

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ABSTRACT

This study aims to understand the meaning, role, and potential of the *Tangghe* bull racing tradition in Madura as a cultural tourism object as well as an economic opportunity based on local wisdom. The research approach used is qualitative with a case study design focusing on Langsar Village, Saronggi District, Sumenep Regency. Data were obtained through in-depth interviews, participatory observation, and documentation, and analyzed using the Miles and Huberman interactive model through the stages of data reduction, data presentation, and verification. The results of the study indicate that the *Tangghe* bull race is not only seen as a competition, but also as a symbol of identity and pride of the Madurese people. The coefficients of the X and Y variables from 12 statement items from the results of the correlation calculation all have a calculated r greater than 0.3. The Cronbach's Alpha value is 0.6 or worthy of further analysis. Linear regression $Y = 0.284 = 0.553X_1 + 0.188X_2 + E$. The constant value of 0.284 X_1 and $X_2 = 0$, tourist satisfaction preference is 0.284. The facility coefficient (X_1) is 0.553 when the facility variable (X_1) is increased by one unit, tourist satisfaction increases by 0.553 if the service variable (X_2) is increased by one unit, then tourist satisfaction will increase by 0.188. The results of the t-test on the influence of facilities (X_1) on tourist satisfaction. The facility variable (X_1) has a table count of $6.282 > 2.026$ so that the facility variable (X_1) partially influences tourist satisfaction. The Influence of Service (X_2) on Tourist Satisfaction. The service variable (X_2) has a t value $> 2.912 > 2.026$ so that the service variable (X_2) partially influences tourist satisfaction. Of the two factors in the t-test, only the facility variable (X_1) has the largest t value. Thus, the facility variable (X_1) is the most dominant influence on the satisfaction of tourists visiting the *Tangghe* Bull Race cultural tourism. This study concludes that the *Tangghe* bull race can be developed as sustainable cultural tourism that is in line with ethical values, religious norms, and animal welfare, while contributing to improving the local economy.

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Introduction

Madura is one of the regions in Indonesia that has a wealth of very distinctive cultural traditions and is deeply rooted in the lives of its people. Among the cultural heritage, *karapan sapi* occupies a central position as a cultural icon of Madura. *Karapan sapi* is not just a cow race, but an event that is loaded with social values, religious, and social status symbols for the Madurese community. Afifa et al, explained that *karapan sapi* is seen by the community as an expression of cultural identity as well as a means of collective entertainment that is able to strengthen communal solidarity. (Afifa et al, 2024).

Along with the Times, The Shape of the bull race has been innovated in various variants, one of which is the *Tangghe'* Bull race. This variant is a combination of elements of Bull Racing with aesthetic elements of the *sono* Cow contest. Cows that are contested are not only judged in terms of speed, but also in terms of beauty, fashion, and typical decorations inherent in cows. *Karapan Sapi Tangghe'* has become a cultural innovation that not only preserves traditional values, but also offers a more interesting and complex spectacle for people and spectators from outside Madura (Zali, 2025).

Zali's research focuses on preventive aspects and management of *Tangghe'* cattle races, especially in Langsar Village, Saronggi District, Sumenep. They documented cattle raising practices, health management, feed, and cage sanitation as an effort to maintain the quality of the participants' cows. This study provides an important contribution to the technical and maintenance aspects, as well as showing the seriousness of the community in maintaining the continuity of tradition. However, the study has not examined further the potential of *Tangghe'* Bull race as a product of cultural tourism and its impact on the local economy.

In other literature, the *karapan sapi* festival in Bangkalan is able to attract domestic tourists in significant numbers (Fitriyah, 2024). The presence of tourists at the event has an impact on increasing the economic activity of the community, ranging from the culinary sector, transportation services, to souvenir sales. However, the results of this study also show that festival management has not been integrated into sustainable tourism strategies. This shows that the cultural potential of Madura can contribute to the tourism sector, but still requires careful planning to be able to provide long-term benefits.

The economic analysis of tourism in Madura also corroborates the argument about this opportunity. Mayvani in his study on the economic valuation of Madura Tourism shows that the contribution of cultural tourism to the regional economy is increasing in the period 2022-2023 (Mayvani, 2023). However, the distribution of profits is still uneven, because most tourists are concentrated only on major events or popular attractions. Therefore, the development of new attractions such as *Karapan Sapi Tangghe'* can be an alternative to expand economic benefits to areas that have not been optimally touched.

Furthermore, the *Sapi Sono* cultural event and the President's Cup Bull race emphasized that the cultural event branding strategy has great potential to strengthen the image of the region while attracting national-scale tourist attention (Tania & Wahju: 2025). However, the study focuses on large ceremonial and formal events, while at the local level, research that specifically addresses the *Tangghe'* cattle race' in the frame of cultural tourism is still very limited.

From the various literature of the last five years can be drawn a common thread that research on Bull Racing highlights more aspects of traditional culture (Afifa et al., 2024), technical aspects of maintenance and management (Zali et al., 2025), as well as the general potential of cultural events as a tourist attraction (Fitriyah et al., 2024; Tania & Wahju, 2025). However, until now there has been no research that explicitly links the *Tangghe'* cattle race

with cultural tourism and its economic impact. Thus, *there is a research gap* that needs to be answered.

Karapan Sapi Tangghe ' has a strategic value to be developed as a cultural tourist attraction based on local wisdom. First, Tangghe ' is the result of the innovation of local people who maintain traditional values while giving a new touch. This makes Tangghe ' an authentic attraction as well as adaptive to the needs of the tourism market (Zali et al., 2025). Second, this event has the potential to create a local economic chain through MSME, transportation, and accommodation activities (Mayvani, 2023). Third, Tangghe ' can be a means of promoting Madurese culture to the national and international levels, in line with the concept of community-based tourism that emphasizes community involvement (Suansri, 2003; Fitriyah et al., 2024).

However, the challenge that arises is how to manage the Tangghe' Bull race in order to respect the value of local wisdom while being able to provide real economic benefits. If not managed properly, there is a risk of over-commercialization, which can actually reduce cultural meaning. Therefore, this study is important to examine in more depth: (1) How Madurese people interpret Tangghe' Bull race as a cultural tourist attraction; (2) the extent to which this tradition can be developed as a superior tourism product based on local wisdom; and (3) What is the economic impact for the surrounding community.

Based on the above, it is clear that this research has both academic and practical urgency. Academically, this research contributes to filling the literature gap on the relationship between local cultural innovation and sustainable tourism development. In practical terms, this study is expected to provide recommendations for local governments, tourism managers, and the Madurese community in maximizing the potential of Tangghe cattle races' for improving collective welfare without losing the noble values of culture. Thus, this study not only continues the previous technical studies, but also broadens the perspective on the aspects of cultural tourism and local economy, so it can be said to be the state of the art in research on Tangghe cattle Racing'.

Method

This study uses a qualitative approach to the design of case studies. This approach was chosen because it is in accordance with the purpose of research that wants to understand the meaning, process, and socio-cultural dynamics in the tradition of karapan sapi Tangghe' as a cultural tourist attraction. Case studies are considered appropriate because research focuses on specific phenomena that are limited by time and specific activities (Creswell, 2010; Yin, 2018; Harrison et al., 2019). Case studies in socio-cultural research are considered relevant because they are able to reveal the deep experience of informants as well as the local context of the research (Sutopo & Arief, 2021).

The location of the study was in Sumenep regency, Madura, as one of the areas that are still actively preserving the tradition of tangghe cow racing. The focus of the research is directed to the practice of conducting bull races, the perception of the community and tourists, as well as the economic potential born from the tradition. The main research subjects were 30 Tangghe ' cattle owners who were directly involved in the activities, while the supporting informants consisted of jockeys, organizing committees, community leaders, visitors, as well as representatives of local governments and tourism agencies. The determination of informants is carried out by purposive sampling techniques so that the information obtained is relevant to the focus of the research (Etikan, 2020).

Research Data consists of primary data and secondary data. Primary Data were obtained through in-depth interviews with informants, participatory observations in Bull Racing

activities, as well as documentation in the form of photos, videos, and field notes. Meanwhile, secondary data were obtained from literature, government documents, previous research reports, and media archives related to Bull Racing and cultural tourism development (Sugiyono, 2019).

Data collection is done through three main techniques. First, an in-depth interview to explore the views, experiences, and expectations of the informant. Second, participatory observation to understand directly the process of organizing *karapan sapi* and social interaction in it. Third, documentation in the form of official records, archives, and visual media that strengthen research data (Cahyono, 2022).

Data analysis was conducted using Miles and Huberman (1994) interactive model, which consists of data reduction, data presentation, and Conclusion and verification. This Model was updated and further developed in contemporary qualitative research (Saldaña, 2021). Reduction is done by selecting relevant data, then presented in the form of narratives and tables to be easily understood, and then verified continuously to ensure that the conclusions produced are in accordance with the facts of the field.

To ensure the validity of the data, triangulation of sources and techniques is used, so that data from interviews can be compared with the results of observations and documentation. In addition, the researchers also conducted a member check with several key informants to confirm the findings. Validity is strengthened through peer discussion (peer debriefing) with other academics so that the interpretation of the data remains objective (Lincoln & Guba, 2018; Denzin, 2020). With these steps, it is hoped that the study can provide a complete picture of the *Tangghe'* bull race as a cultural tradition, tourist attraction, and economic opportunities based on local wisdom in Madura.

Data Analysis

The data analysis in this study used an interactive analysis model proposed by Miles and Huberman (1994), which is still the main reference in qualitative research (Sugiyono, 2019; Saldaña, 2021). This Model is considered relevant because it is able to provide a deep understanding of complex social and cultural dynamics, as contained in the tradition of *karapan sapi Tangghe'*. The analysis process was conducted interactively, simultaneously, and continuously from the beginning of data collection to the final stage of the study. The three main components of this analysis include data reduction, data presentation, and Conclusion and verification.

The first step is **data reduction**. Reduction is done by filtering and focusing data from in-depth interviews, participatory observations, and documentation that has been obtained. Descriptive and diverse Data are then categorized into major themes, such as cultural values, tourism potential, local economic opportunities, and local wisdom practices of the Madurese community. Through reduction, data that was originally raw and complex can be organized so that it is simpler, more targeted, and relevant to the formulation of research problems (Miles, Huberman, & Saldaña, 2014).

The second stage is the presentation of data. In this study, the presentation of data is carried out in the form of narrative descriptions, descriptive tables, and thematic matrices. Narrative presentation is used to tell the meaning of *Karapan sapi Tangghe'* as a cultural attraction that has spiritual, social, and economic dimensions. Meanwhile, tables and matrices are used to show the relationship between categories, such as the relationship between cultural values and Tourism Development and their impact on the community economy. The systematic presentation of data makes it easier for researchers to identify

patterns, trends, and contradictions that arise from the information collected (Harrison et al., 2019).

The third stage is verification and drawing conclusions. Verification is carried out continuously through rechecking data from various sources (source triangulation), various data collection techniques (technical triangulation), and confirmation with key informants (*member check*). Peer debriefing is also conducted to test the consistency of interpretation and maintain objectivity. Conclusions were drawn by interpreting the data that have been reduced and presented to answer research questions, namely how Madurese people interpret *tangghe cow racing*, the extent to which the tradition can be developed as a cultural tourist attraction, as well as the economic impact it produces.

Through these three stages, the analysis of the data in this study not only produces a description, but also an in-depth interpretation of the role of the *Tangghe bull race* in Madurese society. This analysis allows researchers to understand the tradition as a cultural practice that is full of value, which also serves as a tourist attraction and economic opportunities based on local wisdom. Thus, the results of the study are expected to provide theoretical contributions in the study of culture and tourism, as well as practical contributions to the development of sustainable cultural tourism in Madura.

Results and discussion

Data analysis and discussion

a. Validity Test Results

According to Sugiono, (2007) data validity test aims at the extent to which the validity of data obtained from the dissemination of questionnaires. Test the validity of the data by using the product correlation method moment (*person correlation*). Data is said to be valid if R is calculated to be greater ($>$) than r table. If the significant value is greater than 0.3. The full validity test can be seen in Table 4.1 below :

Table 1 results of the validity test calculation

Variabel	Indikator	Mode item	Koefisien korelasi	kriteria
Facilities (X1)	Considerations	X1.1	0,751	Valid
	Equipment	X1.2	0,820	Valid
	Economic Improvement	X1.3	0,769	Valid
	The messages are conveyed graphically	X1.4	0,378	Valid
Service (X2)	Speed	X2.1	0,722	Valid
	Accuracy	X2.2	0,784	Valid
	Security	X2.3	0,607	Valid
	Hospitality	X2.4	0,580	Valid
	Comfort	X2.5	0,799	Valid
Travel Satisfaction (Y)	Compatibility	Of Y1	0,775	Valid
	Expectations			
	Interest In Revisiting	Y2	0,853	Valid
	Willingness To Recommend	Y3	0,842	Valid

Based on Table 4.1, it can be seen that the coefficient of variables X and Y from all statements consisting of 12 statement items from the correlation calculation results all have a calculated r greater than 0.3. It can be concluded that all statements are valid and feasible to measure the research data.

b. Reliability Test Results

According to Arikunto (2010) reliability is an instrument reliable enough to be used as a data collection tool because the instrument is already good. An already reliable instrument that is reliable will produce reliable data as well. A questionnaire can be said to be reliable if a person's answers to the questions are consistent or stable over time. the higher the reliability of a measuring instrument, the more stable the measuring instrument is low, the tool is unstable in measuring a symptom.

Table 2 Reliability Test

No	Variabel	Cronbach's Alpha	Cronbach's Alpha Standardized	Kriteria
1	Facilities (X1)	0,771	0,600	Reliabel
2	Service (X2)	0,724	0,600	Reliabel
3	Travel Satisfaction (Y)	0,758	0,600	Reliabel

A variable can be said to be reliable one of them by looking at the value of Cronbach's Alpha, if the value of Cronbach's Alpha > 0.6 then a variable can be said to be reliable. In Table 4.2 shows that the value of Cronbach's Alpha of all variables is more than 0.6 or reliable so it deserves to be analyzed further.

c. Descriptive Analysis

Karapan Sapi *Tangghe'* as a cultural tourist attraction

The results showed that the bull race *tangghe'* is still one of the traditions that live in Madura society, especially in Sumenep regency. Field observations show that the implementation of *tangghe'* is not only seen as a cow race, but also as a cultural festival that attracts the attention of local people and tourists. This is evident from the crowd of spectators who came from various villages, even from outside the district, to watch the race.

However, this study also found that the management of *tangghe'* bull race as a tourist attraction is still an unscheduled event and has not been integrated with the tourism industry. This has implications for low promotion, lack of support for tourist facilities, and lack of event packaging that is oriented to the needs of tourists. With good management, this tradition has the potential to be developed into an annual tourism event that can improve the image of Madura tourism.

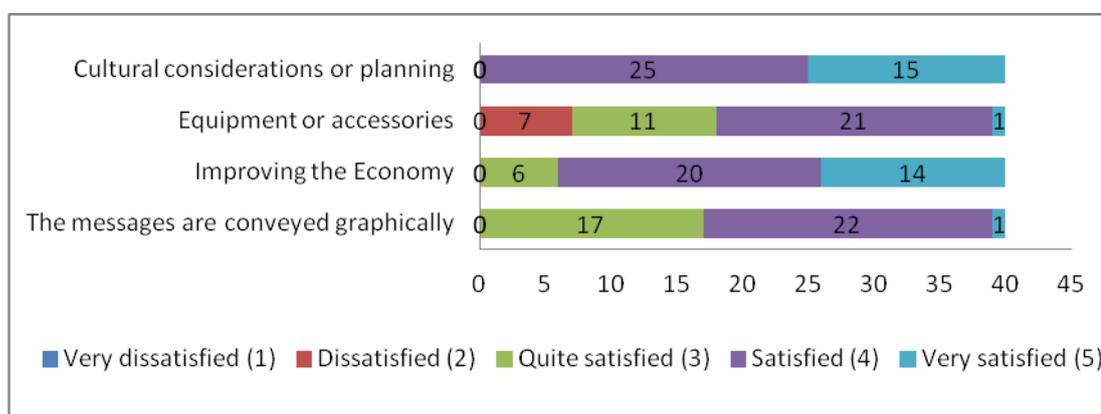


Figure 1. Facility-Free Variable (X1)

Based on the results of the study, the frequency distribution of respondents' answers is as follows : the independent variable is the facility (X1) consists of cultural considerations or

planning, equipment or accessories, improving the economy, the messages conveyed graphically about the event Bull race Tangghe'.

Based on the respondents' answers cultural considerations or planning showed for fast indicators that answered satisfied 25 people, answered very satisfied 15 people. Respondents' answers to fixtures or accessories showed for quick indicators that answered dissatisfied 7 people, quite satisfied 11 people, satisfied 21 people, answered very satisfied 1 person. Respondents' answers about improving the economy showed quite satisfied 6 people, satisfied 20 people, answered very satisfied 14 people. Respondent answer pad the delivered messages are graphically showed for a quick indicator that answered satisfied 22 people, answered very satisfied 1 person. Research findings indicate that the Tangghe cattle race has a real contribution in encouraging economic activity of local communities. Cow owners benefit not only from race prizes, but also from cow rental services to participate in competitions in various regions. In addition, jockeys and cattle trainers earn income from their involvement in the training process as well as the race.

Furthermore, the holding of the tangghe' bull race also opens up economic opportunities for the surrounding community. During the event, there are informal trading activities such as food and beverage sales, tent and chair rentals, and vehicle parking services. This economic activity creates a fairly significant turnover of money at the local level, although its scale is still limited.

Thus, karapan sapi tangghe' not only serves as a cultural preservation, but also as an economic resource based on local wisdom. This is in line with the view of Koentjaraningrat (2009) that tradition can be an economic potential if managed appropriately. In the context of cultural tourism, this economic opportunity can be enlarged through professional festival packaging, for example by involving private parties, expanding promotional networks, and adding attraction in the form of culinary and craft exhibitions typical of Madura.

Independent variable is service (X2) consists of speed, accuracy, security, hospitality, comfort. Based on the respondents' answers speed showed for fast indicators that answered satisfied 21 people, answered very satisfied 19 people. Respondents' answers about the accuracy showed for fast indicators that answered satisfied 11 people, answered very satisfied 15 people. While the respondents' answers on Security showed for fast indicators that answered satisfied 30 people, answered very satisfied 8 people. The respondent's answer indicator on hospitality showed for the fast indicator that answered satisfied 22 people, answered very satisfied 16 people. Respondents' poll answers on convenience showed for quick indicators that answered satisfied 14 people, answered very satisfied 20 people.

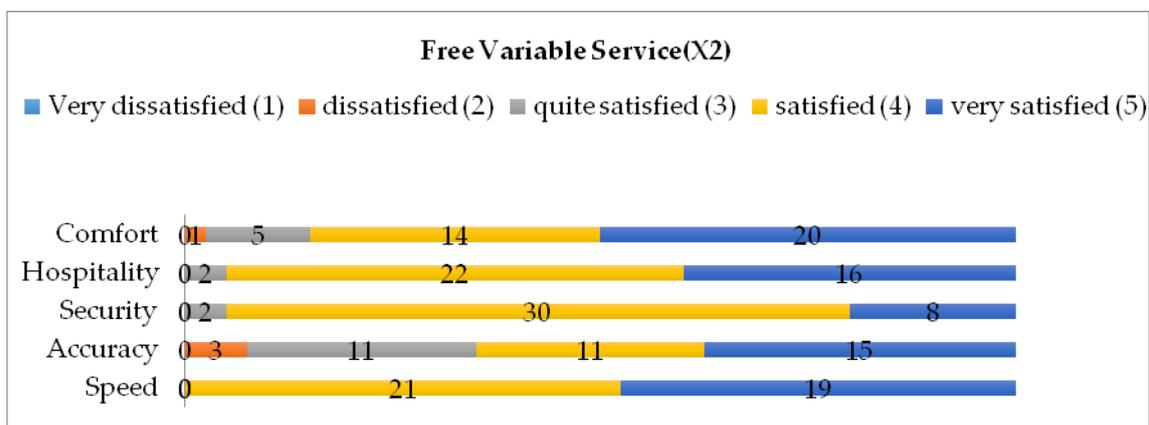


Figure 2. Free Variable Service (X2)

Karapan sapi tangghe ' reflects the values of local wisdom of the Madurese community. Based on interviews with community leaders, this tradition is not just a competition to find a winner, but also a means of strengthening togetherness, mutual assistance, and social identity. Cow owners, jockeys, and organizers work closely together in each event, reflecting a strong spirit of collectivity. In addition, karapan sapi tangghe' also has symbolic value as a symbol of honor and pride of the family or village. Victory in the race is not only understood as an individual achievement, but also as a collective achievement that elevates the dignity of the community. This shows that the tradition of tangghe' contains a deep social meaning, far beyond mere entertainment activities. However, the study also found that there are challenges in maintaining the value of this local wisdom, especially due to the pressure of Tourism modernization and commercialization. If not managed carefully, there is a risk of a shift in meaning from cultural traditions to just a tourist commodity. Therefore, it is important for the community and local government to maintain the essence of cultural values in every effort to develop tangghe' karapan sapi as a tourist attraction.

The results of this study corroborate previous findings that local cultural traditions have double potential as cultural identity as well as economic resources (Astuti, 2014; Ilmiyah & Widodo, 2022). In the context of karapan sapi tangghe', this potential can be seen from its ability to attract tourists, create economic opportunities, and strengthen the identity of the Madurese community. However, the development of this tradition as a tourist attraction requires a sustainable approach. First, there needs to be a clear regulation and event management so that the tangghe' festival can be packaged professionally. Second, the involvement of all local government stakeholders, local communities, academics, and tourism actors is the key to successful development. Third, the values of local wisdom must be maintained so that the transformation of traditions into tourist attractions does not deprive them of the original cultural meaning.

Thus, karapan sapi tangghe ' has a strategic position as a cultural tourist attraction based on local wisdom, as well as economic opportunities for the people of Madura. However, the success of its development is largely determined by the extent to which this tradition can be professionally managed without losing its cultural identity.

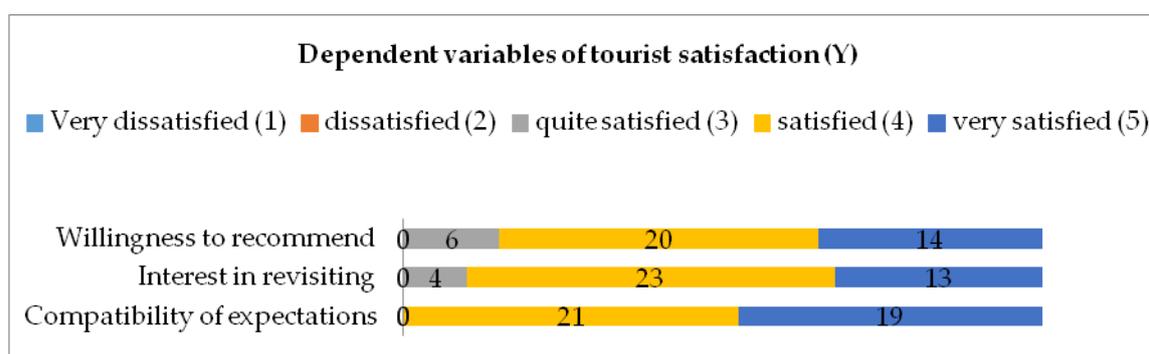


Figure 3. Dependent variable traveler satisfaction (Y)

The dependent variable is the satisfaction of tourists (Y) is the suitability of expectations, interest in revisiting, willingness to recommend. Based on the answers of respondents about the conformity of expectations showed for fast indicators that answered satisfied 21 people, answered very satisfied 19 people. Respondents ' answers on the interest of revisiting showed that answered satisfied 23 people, answered very satisfied 13 people. Based on the answers respondents showed for indicators of willingness recommend that answered

satisfied 20 people, answered very satisfied 14 people. From the perspective of cultural tourism, tangghe ' bull race has a distinctive appeal. The uniqueness of this tradition lies in the combination of jockey skills, cow speed, and saronen musical accompaniment that characterizes Madurese cultural performances. In addition, the atmosphere of competition is full of enthusiasm and the nuances of togetherness that arise in the organization of the event adds to the attraction for local and regional tourists.

d. Statistical Analysis

Based on the results of calculations using spss 21 multiple linear regression equation of this study as follows :

Tabel 3 Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.284	1.119		0.254	801
X1	.553	.088	.652	6.282	000
X2	.188	.065	.302	2.912	006

Based on the table Coefficientsa can be arranged multiple linear regression as follows:

$$Y=0,284 + 0,553X1+0,188X2+E$$

This constant value of 0.284 means that when X1 and X2 are equal to zero, the traveler's satisfaction preference is 0.284. Facility coefficient (X1) is 0.553 this means that when the facility variable (X1) is increased by one unit, it will increase tourist satisfaction by 0.553 if the service variable (X2) is increased by one unit, it will increase tourist satisfaction by 0.188

Table 4 Model Summary^b

Model	R	R Square	Adjusted R Square	R	Std. Error of the Estimate	Change Statistics R Square	Change Statistics F Change
1	.884a	.781	.769		.720	.781	66.003

Model	Change Statistics df1	Change Statistics df2	Change Statistics Sig. F Change
1	2a	37	.000

a. Predictors: (Constant), X2, X1
b. Dependent Variable: Y

The result of the calculation of R in the table above, which shows a picture of the effect of the independent variable consisting of facilities (X1) service (X2) to the dependent variable is the satisfaction of tourists (Y). R value of 0.884 or 88.4% is to connect the relationship between the independent variable to the dependent variable is unidirectional and strong. While R squared or determinant R of 0.781 or 78.1% influence simultaneously while the rest (100% -78.1%=21.9%) is influenced by other factors studied in this study.

e. Hypothesis Testing

a) F Test

To determine the effect simultaneously or jointly variable facilities (X1) and services (X2) to the satisfaction of tourists (Y), it can be seen from the calculation using the F test as follows :

Tabel 5 ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	68.422	2	34.211	66.003	.000b
Residual	19.178	37	.518		
Total	87.600	39			

Based on Table 5 shows the results of the F test that $F_{hitung} > F_{table}$ is $66,003 > 3.24$ which means that the independent variable facilities (X1) and service (X2) together (simultaneously) positively affect the dependent variable satisfaction of tourists on the bull race *Tangghe'*.

b) T test

Based on Table 6, the results of the t-test in this study can be explained as follows: the effect of facilities (X1) on tourist satisfaction. The facility variable (X1) has a table count of $6,282 > 2,026$ so that the facility variable (X1) partially affects the satisfaction of tourists. Effect Of Service (X2) On Tourist Satisfaction. The service variable (X2) has a count $> t_{table}$ of $2,912 > 2,026$ so that the service variable (X2) partially affects the satisfaction of tourists. Of the two factors in the t-test, only the facility variable (X1) has the largest t value. Thus, the facility variable (X1) is the most dominant influence on the satisfaction of tourists visiting the cultural tourism Karapan Sapi *Tangghe'*.

Tabel 6 Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constanta)	.284	1.119		.254	.801
X1	.553	.088	.652	6.282	.000
X2	.188	.065	.302	2.912	.006

Conclusion

Based on the results of research on Bull race *Tangghe'* as a cultural tourist attraction: economic opportunities based on local wisdom in Madura, it can be concluded the following:

1. Meaning of Bull race *Tangghe'* for the people of Madura seen from the value of variable facilities.

This tradition is interpreted not only as a cow race event, but also as a symbol of cultural identity, village honor, and collective pride. *Karapan sapi tangghe'* is seen as an ancestral heritage that contains the value of togetherness, social solidarity, and community cooperation. Thus, *karapan sapi tangghe'* serves as a space for cultural expression as well as strengthening the cultural identity of the Madurese community.

2. Development potential as a tourism product based on local wisdom seen from the value of Service variables. *Karapan sapi tangghe'* has a high cultural tourist attraction, visible from the enthusiasm of the audience and community involvement in each event. This tradition can be developed into a superior tourist product of Madura by integrating it

with other cultural attractions, such as saronen Music, Folk Art, and local culinary. However, the development must pay attention to the revitalization of non-violent traditions, so that cultural values remain sustainable without contradicting religious and legal norms.

3. The economic impact of the implementation of Bull race Tangghe ' seen from the value of tourist satisfaction variables. This tradition has a positive impact on the economy of the surrounding community. Cattle owners benefit from prizes and rentals, jockeys receive honors for services, traders and local service providers earn additional income. Thus, karapan sapi tangghe ' acts as a source of local culture-based economy that is able to improve the welfare of the village community.

Suggestions that can be given based on the results of this study include various parties involved. For the local government, it is important to design a development program for the tangghe cattle race as a leading cultural tourism through promotion, provision of supporting infrastructure, as well as regulations that emphasize aspects of non-violence and sustainability. Communities and cow owners are expected to continue to preserve the tradition of tangghe cow racing ' by upholding the value of local wisdom, solidarity, and togetherness, while actively participating in the development of more professional cultural tourism. For academics and researchers, further research is needed to explore the potential of local culture-based tourism development more broadly, including marketing strategies and Community Economic Empowerment models so that the benefits can be felt equally. Meanwhile, for tourism players, it is necessary to build synergies with local communities to make the tangghe' bull race a tourist attraction integrated in Madura cultural tour packages, while still paying attention to ethical values, religious norms, and animal welfare.

Conflict of Interest

This research has been approved by all authors and there is no conflict of interest either in funds or other matters concerning the interests of researchers.

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