

Abstract

In this study, researchers will examine one of the tourist places in the city of Bandung in Goa Belanda Taman Hutan Raya Ir. H. Juanda. This research aims to find out the meaning behind the word of "Lada", and to find the answer from the local community's response about the myths. Goa Belanda Bandung has a myth that is trusted by the local community. It is said that these myths is a ban on speaking the word "Lada" the statement said local residents "Lada" is a respected man, so that if someone mentions the word "Lada" around Goa Belanda will get a stern reprimand from local residents as it is for someone mentions the word "Lada" deliberately and with a challenging tone will experience possessed by and disastrously. This myth is motivated on the belief in the past history of the leader named Hyang Prabu Jaya Lada Kusumah or Hyang "Lada" because he is a governor who is very good and highly respected by the local community at that time that the word "Lada" sacred by the community in addition the word "Lada" also reflects hard life of society at that time to make the pronunciation of the word "Lada" forbidden to say, because it is considered impolite.

Keywords: Myth, Tourism, Confidence, Ethnography, Qualitative Research.