

# Strategy of Tourism and Culture Office in *Tabuik* Culture Development Event in Pariaman City

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**Abstract**—*Tabuik* is a cultural event in Pariaman city which attracts thousands of tourists to witness. However, beyond its uniqueness, it has its shortages in means and infrastructures. The strategy must be done to overcome the problem. This research used qualitative approach with descriptive methods, informants were determined by Purposive Sampling. Data was collected through observation, interviews, and documentation studies. Data analysis used SWOT analysis through installation of data processing, data analysis, data reduction, gathering conclusions. The results of this study show how there were 13 strategies of the Department of Tourism and Culture in developing *tabuik* cultural events in the City of Pariaman, namely (1) displaying ritual plans in the process of making *tabuik*, (2) integrating between *tabuik* cultural events with senior artists, (3) high solidarity from the

community in introducing Pariaman culture, (4) providing access to transportation that provides for tourists, (5) socializing to the whole community about *Tabuik*, (6) increasing supervision so that visitors are more comfortable, (7) collaborating with private parties to increase *tabuik* cultural events, (8) completing facilities and infrastructure to support the implementation of *tabuik* cultural events, (9) collaboration with the Office of communication and information related to network improvement communication, (10) including various types of *tabuik* rituals that were different from other regions, (11) Placing the socio-cultural side, (12) acting on people who practiced liar parking and raising food prices, (13) implementing and increasing coordination with stakeholders.

**Keywords**—*Development Strategy, Tourism and Culture Office, Tabuik Cultural Event*

## I. INTRODUCTION

The implementation of the Indonesian government today is regional autonomy that is important [1]. The existence of regional governments in national governments can be found in every country. Determination of regional autonomy provides logical consequences for the region to be able to take care of their own households and have an intense responsibility for the prosperity of their people through development activities [2].

The government with the community together seek to improve the welfare of the

community through the development of regional culture or regional cultural arts in order to become a tourist attraction that is able to attract tourist visits both foreign and domestic tourists so that it can introduce the culture of the region while preserving historical heritage and improving the welfare of the people's economy. One of the ways to increase tourist attraction is through arts and cultural performances that are presented interestingly to be shown to tourists.

The City of Pariaman is a sloping lowland stretch located on the west coast of Sumatra with a height of between 2 and 35 meters above sea

level with a land area of 73,36 km<sup>2</sup> with a coastline of ± 12.7 km and an area of sea waters of 282.69 km<sup>2</sup> with 6 small islands including Bando Island, Gosong Island, Ujung Island, Tengah Island, Angso Island and Kasiak Island.

Pariaman City's people are unique compared to the Minangkabau ethnic group in general. Some of the unique culture in the City of Pariaman are bathing in balimau, eating Bajamba, basapa in the act, the prophet's birthday and *tabuik*. Among these five cultural uniqueness, the author is interested in taking the *tabuik* cultural tradition as a cultural as a cultural *event* which is always there every year in the month of Muharam because it has the potential to increase tourism in the City of Pariaman [3]. *Tabuik* is a cultural heritage in the form of rituals or ceremonies that developed in Pariaman since about two centuries ago. The word *tabuik* comes from the ark (Arabic), which means a chest or wood [4]. Ark which means coffin is a general understanding, but the word ark has a certain extraordinary context, namely the Prophet Musa, Islamic Shiite religious rituals, the *tabuik* ceremony in Pariaman and the *tabot* ceremony in Bengkulu.

*Tabuik* party is the influence of the rituals of Shiite Muslims. For Shi'ites the respect of Husayn for his death becomes a major religious sacred ritual such as in Iran, Iraq, Pakistan, India, Afghanistan and in other Shiite Muslim countries [4]. The difference from the Pariaman community is that the ceremony does not become a faith (a belief that relates to

divinity or worship), its implementation is merely a ceremony to commemorate Husain's death, even *tabuik* has become a cultural feast of children of Nagari Piaman (Pariaman).

This *tabuik* ritual tradition has been inherited from generation to generation by the Pariaman community since about two centuries ago with various processions carried out such as *mambiak* land, *manabang* banana stems, *panja* down, *maatam*, *mangarak* fingers, parade of turban, *tabuik naiak pangkek*, *mahoyak tabuik* from Pariaman Market to the beach and finally *Tabuik Tabuang*. Over time, the *Batabuik* tradition then became a ritual tradition and cultural identity of the Pariaman community and this *Tabuik* celebration has echoes reaching various regions of the archipelago.

The most important thing, according to the City of Pariaman, *tabuik* as a tourism has the main goal which is to lift the image of Pariaman tourism to foreign countries. This agreement then resulted in a policy that the government became the funder for the implementation of the *tabuik* party since the *tabuik* cultural party was designated as a tourism destination in the national tourism calendar.

All the costs resulting from the implementation of this decision charged to the Regional Budget (APBD) DPA Department of Tourism and Pariaman City Culture in 2019 during the facilitation of the *Tabuik Piaman Cultural Festival* and other non-obligatory and binding donations, with the amount of funds provided varying annually as in the table below [5]:

Table 1. Tabuik's Party Fund Allocation

| No | Year | The Overall Budget of Tabuik Piaman's Charm | The budget Tabuik Procession |
|----|------|---|------------------------------|
| 1  | 2015 | 914,700,000                                 | 250,000,000                  |
| 2  | 2016 | 870,000,000                                 | 250,000,000                  |
| 3  | 2017 | 808,800,000                                 | 280,000,000                  |
| 4  | 2018 | 799,998,000                                 | 280,000,000                  |
| 5  | 2019 | 740,000,000                                 | 280,000,000                  |

Source: Pariaman City Tourism and Culture Office

In the implementation of this *tabuik*, many people witnessed the *tabuik* tradition, but not all people know the meaning of communication contained in the *tabuik* cultural party procession, they only participated in enlivening even some people who still consider *tabuik* as a Shiite sect. Broadly speaking, many meanings of communication contained in the *tabuik* celebrations are an integral part of the social and cultural aspects that have a long history in the Pariaman community. Through *tabuik*, people can unite (socialize) and express the cultural crystallization of Pariaman.

The main problem is the lack of socialization from the local government to the people of Pariaman city about the history of the *tabuik* where the *tabuik* is held every month, so many people do not know about the history of *tabuik*. They only went along to enliven the *tabuik* cultural party and their knowledge of *tabuik* was limited to ceremonial events and the wrong interpretation of *tabuik* (shirk).

Publication or notification to the wider community is still minimal so it needs to be improved in the future. *Tabuik* cultural party has been included in the tourism agenda of Pariaman City in embracing tourists from various regions. Pariaman's vision and mission is to make the city a tourist destination and a creative economy based on the environment, culture and religion so it needs an increase in publications.

The promotion of tourism that is so large that it reaches overseas must be supported by adequate facilities and infrastructure and the community plays an active role in controlling prices so it makes visitors feel satisfaction after

enjoying the taboo cultural festival that was held. But if it is not supported by adequate tourism facilities, infrastructure, the public and active role of government in controlling and the increasing price during *tabuik* cultural party, dissatisfaction will be felt by the visitors of the *tabuik* cultural party in Pariaman which has an impact of decreasing tourism income for the year [6].

From this statement it can be concluded that the government of Pariaman City as the host in the *tabuik* cultural party Pariaman must participate in controlling and overseeing the stability of prices and other entertainments which are deemed necessary to improve services to visitors to avoid negative perceptions of visitors who enjoy *tabuik* cultural parties Pariaman.

## II. METHOD

This study uses qualitative research with a descriptive method to find out a picture of how the department of tourism and culture's strategy in developing *tabuik* cultural events in the City of Pariaman. By using this approach, researchers try to interact and build communication with the parties needed in this study [7]. This study also interprets or translates with the language of researchers about the results of research obtained from field information as interviews to get an explanation of the existing conditions.

Researchers used several data collection techniques including, interviews, and study documentation. In this case the authors use data analysis techniques namely SWOT analysis, systematically identifying various factors to

formulate the expected strategies in order to solve the problem. This analysis is based on logic that can maximize strengths and opportunities, but at the same time can maximize weaknesses and threats [8].

### III. RESULTS AND DISCUSSION

Strategy management will implement policies (policy making). Policy making is the policy preparation step needed to implement the requested strategy. Policy will link strategy formulation with strategy implementation [9]. The basic strategy of all company managers can prepare an implementation strategy. From the above agreed strategies accepted in the *tabuik* culture development event is the initial step or initial step needed.

In writing this article examines the Strategy in n as Tourism and Culture in the development *tabuik* cultural event in the city of Pariaman, this research method using SWOT analysis technique approach to environmental analysis. the process of assessing strengths, weaknesses, opportunities, and obstacles in general to the organization, here are the points of strengths, weaknesses, opportunities and threats found in the field [8].

#### 1. Power Owned by the Tourism and Culture Office in the Development of the *Tabuik Cultural Event* in Kota Pariaman

Strength (stregths) are the resources, skills or other advantage, relative to competitors and market needs are serviced or want to be served by the organization/company [8]. In implementing the strategy of the Office of Tourism and Culture in the development of *tabuik* cultural events where the strength found in the field are: The uniqueness of the process of making *tabuik*, social and cultural community, accessibility (smooth flow of transportation).

#### 2. Weaknesses of the Tourism and Culture Office in the Development of the *Tabuik Cultural Event*

*Weaknesses* are limitations or deficiencies in resources, skills and capabilities that seriously hinder the effective performance of a company/organization[8]. Weaknesses ditemu right field, namely, t erbatasnya budget

to make events culture *tabuik* more famous facilities and infrastructure supporting event culture *tabuik* inadequate (rentals, sales of souvenirs, a place of prayer), breakdown of communication networks during the event *tabuik*, less knowledge about *tabuik* in the community, the lack of government monitoring and evaluation of food prices and parking prices.

#### 3. Opportunities in the Tourism and Culture Office in Developing *Tabuik Cultural event*

Opportunity are an important favorable situation in the corporate/organizational environment [8]. Important trend is a source of opportunities. In the expert's opinion above the opportunity for a trend that will be achieved in the future by a program is so relevant to this researcher. The fields found in the field are: Economy, Social Affairs, Culture, the existence of traditional arts and supporting performing arts when *tabuik* cultural events are carried out, promotion through social media and electronics.

#### 4. Threats that have the Office of Tourism and Culture in the Development of the *Tabuik Cultural Event* in the City of Pariaman

Threats are the main nuisance to the current position and desired by the company/organization [8]. From the explanation of the theory above, that is, everything that becomes a bother or a bottleneck in a program. The threat found in the field is, the similarity of cultural traditions with other regions, Syiah issues.

#### 5. Strategy of Tourism and Culture Office in Developing *Tabuik Cultural Event* in Kota Pariaman

SWOT Analysis as one of the stages in strategic management which is an environmental analysis approach [8]. The tool used to compile corporate strategy factors is the SWOT matrix. This matrix can clearly illustrate how external opportunities and threats faced by the company can be adjusted to the strengths and weaknesses they have. This matrix can produce four sets of possible alternative strategies. The following points-po in primary data that has been processed to produce a strategy on developing the *event* culture *tabuik*.

### 1. Strategy S - O (Strengths Opportunities)

S-O (Strength and Opportunity) Strategy. This strategy is made based on the company's mindset, namely by utilizing all the power to seize and take advantage of opportunities as much as possible, the alternative strategies recommended as a strength-opportunity strategy are [8]:

a. Showing ritual attractions in the process of making *tabuik* in the implementation of *tabuik* cultural events in the City of Pariaman, the government together with the community seeks to display the ritual attractions of making *tabuik*. The ritual performed that include *maambiak tanah* which is the ritual of taking the land into rivers, *manabang batang pisang stem* is a banana tree right felled previously taken at a location by some youths sebagai picture search for corpses Husain, *down panja* is a decrease segala tools especially the fingers that had been stored after execution of the event *tabuik* years ago to be cleaned, *maatam* is a procession depicting grief over penderitaan suffered by Husain during the pembantaian on him in Karbala, *mangarak fingers* do the crossing various neighborhoods as picture malignancy Yazid's army, *mangarak turban* is a depiction is shallow li followers Husain after find Hussein, *tabuik naiak pangkek* is a merger *pangkek bawah* and *pangkek ateh* previously made separately, *maoyak tabuik* is as a reminder back funeral Husain, *tabuik tabuang* a procession lastly throw *tabuik ka lauik*. These ritual ceremonies are done to attract visitors to come to Pariaman and they feel enthusiastic about knowing the process of making *tabuik*.

b. Combining *tabuik* cultural events with tradition. The quite long time span during the implementation of the *tabuik* the cultural event was utilized by displaying various traditional arts including *Piaman Indang, Gandang Tasa Talempong, Silek, Debus, Gamad*, and other types of traditions. This traditional art is displayed to introduce to tourists a variety of arts in the city of Pariaman.

c. High solidarity from the community in introducing Pariaman culture. The solidarity aspect can be drawn from a series of ceremonies that are able to invite sympathy to the community. For example, the activities of fingers,

*maatam*, to *tabuik tabuang* in the sea. All of these ceremonies functioned in building a sense of solidarity between fellow citizens or the community including visitors who came very clearly at the *Tabuik Tabuang* ceremony.

d. Providing smooth transportation access for the convenience of tourists. The transportation access provided by the government has been going well, by providing traffic engineering maps to tourists going to the Gandoriah beach where the *tabuik* cultural event is held. Engineering maps provided by the government will make it easier for tourists to find out which roads occur in traffic congestion.

### 2. Strategy W-O (Weaknesses opportunities)

W-O Strategy or the Weakness-Opportunity strategy is a strategy that aims to improve the program's internal weaknesses by utilizing external opportunities. Some of the strategies recommended as part of the opportunity weakness strategy are [8]:

a. Disseminating information to the whole community about *tabuik*. Implementation of the development of *tabuik* cultural events, there are several obstacles that are found, namely many people who do not know about the history of *tabuik*, the meaning of the holding of *tabuik*, the meaning of the symbols of the *tabuik* for that the government must be extra in socializing the history of *tabuik* among the people.

b. Increased supervision so that visitors are more comfortable. With the aim of expecting the opportunities to be achieved, it can use a strategy to improve supervision so that there are no more dissatisfaction felt by visitors in terms of facilities and infrastructure that existed when the *tabuik* cultural event was held. With the increase in supervision from the relevant agencies, it has a positive impact on the comfort of visitors.

c. Cooperating with the private sector in increasing *tabuik* cultural events. The strategy that can be done is to collaborate with the private sector is a strategy that can be taken to overcome the problem of limited the problem budget funds provided for the development of *tabuik* cultural events, such as conducting cooperation in the field of management with

mutually beneficial agreements and collaborating with electronic and print media to promoting *tabuik* cultural events.

- d. Complementing the facilities and infrastructure to support the implementation of *tabuik* cultural events. Problems that occur during the implementation of *tabuik* cultural events are the lack of lodging places, lack of places of worship and many other complaints felt by tourists. It is hoped that the government can minimize the existing deficiencies.
- e. Collaboration with the Office of Communication and Information related to the improvement of communication networks. Weaknesses that occur during the implementation of *tabuik* cultural events are tourist complaining about the absence of telephone networks or other communication networks making it difficult for tourists to communicate at the time of the *tabuik* cultural events taking place. The government must cooperate with the Office of Communication and Information to overcome this so that complaints from tourists about the communication network can be resolved.

### 3. Strategy S T (*Strengths Threats*)

- a. Featuring various *tabuik* rituals that are different from other regions. Threats in the implementation of development *event* culture *tabuik* is their similarity with local tradition others are similarities *tabot* in Bengkulu with *tabuik* in Pariaman. To anticipate this threat, the city government must innovate more so that the implementation of *tabuik* events in the city of Pariaman has different rituals.
- b. Highlight the socio-cultural side

To reduce the threats that exist about *tabuik* cultural events, the government displays the social and cultural aspects contained in the meaning of *tabuik*. That is the nature of mutual cooperation that grows between the communities where they help each other in the process of making *tabuik*. While the cultural side can be seen with the event culture *tabuik* the cultures that exist in the city of Pariaman can be in the highlight to tourists.

### 4. Strategy W T (*Weaknesses Threats*)

- a. Acting on individuals who practice illegal parking and raise prices food. Efforts that can be made to the threats found in the field are increasing the amount of vehicle parking costs and rising food and beverage prices when a *tabuik* cultural event is carried out from related persons. The government must follow up on individuals who practice extortion of tourists by reprimanding these persons.
- b. Implement and improve coordination with *stakeholder*. Strategies undertaken to overcome these weaknesses by increasing coordination with *stakeholders*. Coordination is as an adjustment to various organizational units in each activity so that each section provides an optimal contribution to the overall results.

## IV. CONCLUSIONS

The results of the study and discussion can be concluded that the strategies in the strategy research of the Tourism and Culture Office in developing *tabuik* cultural events in the City of Pariaman were formulated 13 strategies, namely: (1) displaying ritual attractions in the process of making *tabuik*, (2) combining *tabuik* cultural events with traditional arts, (3) high solidarity from the public in introducing Pariaman culture, (4) providing smooth transportation access for tourists' convenience, (5) Disseminating the entire community about *tabuik*, (6) Increasing supervision so that visitors are more comfortable, (7) Collaborating with private parties in increasing *tabuik* cultural events, (8) Completing facilities and infrastructure supporting the implementation of *tabuik* cultural events, (9) Collaboration with the Office of Communication and Information regarding the improvement of communication networks. (10) Showing various kinds of *tabuik* rituals that are different from other regions, (11) Highlighting the socio-cultural side, (12) Acting on persons who practice illegal parking and raising food prices, (13) Implementing and increasing coordination with stakeholders.

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