



Implementation of culture values to attract tourist in Namata Traditional Village at Sabu Raijua, East Nusa Tenggara, Indonesia.

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Abstract— Cultural tourism is a complex whole, which includes knowledge, belief, art, morals, law, customs, and other capabilities acquired by a person as a member of society. Is increasingly in demand by tourists because in addition to having fun tourist also get educational value about the lifestyle of the community which is carried out from generation to generation with values and procedures in a tourist destination or traditional village. The purpose of this research conducted in the Namata Traditional Village is to find out the traditional worship rituals that are usually carried out by the surrounding community to the gods and their ancestors.

The method used is descriptive qualitative method by conducting in-depth interview and observation directly with predetermined informants such as traditional leaders, villages heads, community leaders, and tourist with an in-depth interview approach. This method is intended so that researchers can obtain in-depth information from resource person.

The results is that people who are in tourist destination still maintain and preserve their culture to this day. It is known that they still perform traditional ceremonies when carrying out an activities. For example, when planting and harvesting rice, ceremony of granting request and giving thanks.

Keywords—*Cultural Tourism, Traditional Village, Rural Tourism*

I. INTRODUCTION

The development of tourism which is increasingly soaring in the western region of Indonesia is now able to provide a positive value to most areas in the East, Southeastern mainland of Indonesia, namely East Nusa Tenggara (NTT). One of the provinces that has a lot of tourism diversity from cultural tourism, nature and beach tourism. In the last few years, NTT has advanced quite a bit in the tourism sector, especially since Labuan Bajo is included in the concept of ten New Bali tours and the development of premium tourism is ongoing. One type of tourism that tourists are starting to look at is cultural tourism. The main factors in attracting tourists to visit are uniqueness, convenience, and cultural values as well as the lifestyle of the surrounding community which will be added value for tourists. According to Lian (2021), one of the fastest growing segments of the tourism industry is travel related to sports and physical activities that involve tourists

directly. This is related to the activities of the indigenous Namata village community who perform traditional rituals in that place. [1]

The people of the Namata traditional village carry out traditional rituals to worship and pray to their ancestors using their language and procedures, so that in that place there are still several locations that are still sacred by traditional leaders. The sacred location is still guarded by the surrounding community so that when tourists visit, they will be notified not to carry out activities in that place. The problem faced is the lack of information received or obtained by tourists so that sometimes some tourists accidentally stand or move in sacred places. [2]

The purpose of this study is to identify the potential for cultural tourism, rituals or traditional ceremonies carried out by traditional leaders so that the locations of traditional ceremonies sacred by traditional leaders can be mapped, and tourists also hope that there is a clue or information they get before entering, in the traditional village area of Namata. Therefore, it is hoped that with a guidebook or guide containing information on traditional rituals and also sacred places so that tourists feel comfortable and safe when visiting the Namata traditional village.

II. OBJECTIVE THIS STUDY

The purpose of this study was to determine the potential of cultural tourism and the second is to determine the preservation of traditional ceremonies of the local community.

CULTURE TOURISM

To see more about cultural tourism, it is necessary to know about the components that exist in tourism. The tourism component is divided into four main components, namely attraction, amenities, accessibility and ancillary services (Fletcher et al., 2017): [3]

- Attraction in tourist destination there are tourist attraction such as the beauty and uniqueness of nature, culture, and activities of local community, heritage of

historical buildings, as well as artificial attraction such as gems and entertainment facilities.

- Facilities available of facilities to support the needs of visitors during tourist activities, such as the availability of food and beverage services, accommodation and souvenir.
- Accessibility facilities that make it easy for visitors to reach a tourist destination. In this case, the availability of transportation facilities to tourist destination and affordable distances to destination are important.
- Additional services supporting facilities such as currency exchange facilities, ATMs, security post, and friendly staff.

Tourist attractions are everything that is found in a tourist destination which is an attraction so that people have a greater interest in visiting a Tourist Destination Area (DTW). In order for a tourist destination to have an attractiveness, it must have several conditions, namely;

- There is something that can be seen
- There is something to be done
- There is something that can be bought

This is very important because the development of cultural tourism must have reliable human resources in designing and managing the tourism so that it becomes a high selling point and brings profit.

Silberberg in Damanik (2013:118) defines cultural tourism as the visit of people from outside the destination driven by an interest in historical objects or relics, arts, sciences and lifestyles owned by groups, communities, regions or institutions. [4] This type of tourism is characterized by a series of motivations, such as the desire to study centers of teaching and research, to learn about the customs, institutions, and ways of life of the people of other countries to visit historical monuments, relics of past civilizations, and other great discoveries of the present, the center of tourism. – a center for arts, religion, or taking part in cultural festivals (such as theater, folk dance, etc).

Prasodjo (Asriady, 23: 2016) suggests that several aspects are included in the object of cultural tourism, including: birth ceremonies, traditional dances, traditional music, weddings, traditional clothes (traditional clothes), various ceremonies (such as down to the rice fields and harvest ceremonies), historical buildings, cultural heritage, some traditional relics, traditional fabrics (such as woven cloth), exhibitions of cultural festivals and traditional performances, local textile products, historical and cultural museums, and other local customs. Broadly speaking, cultural tourism certainly raises unequal appreciation from visitors/tourists. The attraction of cultural tourism originating from socio-cultural and historical so far seems to be much more attractive to tourists than other types of tourism.[5]

Cultural Elements

Koentjaraningrat (2015: 2) argues that there are seven elements of culture, namely:

- Religious systems and religious ceremonies: Includes all ideas, lessons, religious rules, sacred tales, history of figures, ceremonial procedures, and so on.
- Community systems and organizations: covering the structure of elders, customs, customary meetings, jenger columns, marriage systems and so on.
- Knowledge System: is a set of elements related to how to know what nature and its surroundings need to know. Flora in certain people's residences, fauna or animals, raw substances that are around, the human body, the nature of human behavior, as well as space and time.
- Language: from an ethnic group always shows various variations which are determined by geographical location and how the social environment in the community.
- Arts: The arts of dance, fine arts, and various folklore or literary works that are disseminated through oral communication or are sung and sung.
- Livelihood System: eg Agriculture, livestock. Production systems, distribution systems between raw materials and foodstuffs and so on.
- Technology systems and equipment: Manufacture of container production tools, weapons, fire-making tools and so on.[6]

The function of culture in question is the real implementation and various mutual agreements that have become the life reference of a people. Culture can regulate humans so that they can understand how they should act and act to determine attitudes in dealing with problems or other social phenomena. In general, culture can function as:

- A guide for relationships between people or groups
- A place to channel feelings and other life reflections.
- Guiding human life in general both as individuals and groups.
- The main difference between humans as intelligent beings with other creatures such as animals.
- A shared grip to become a similar reference that can be carried out and developed in groups as well for the continuation of life from generation to generation.

RESEARCH METHOD

This research is a research that uses qualitative descriptive research methods. In this case, the steps used are: The initial stage of this implementation is the socialization of the program. Namely by making direct observations to the research site to observe actual conditions. After the team found potentials that could be developed such as cultural tourism products.

The second stage is to hold an in-depth discussion regarding the procedures for traditional ceremonies and what cultural products are used in the ceremony and determine and map out which locations are sacred by the traditional leader.

The last stage is the evaluation stage. This stage is the stage where the program will be evaluated thoroughly. Together with the Tourism Office to improve the quality of the program in further program development and also with traditional leaders to regulate the flow of tourists when visiting in order

to avoid sacred locations or places. At this stage, inputs and outputs from this research will be presented, namely the creation of books and websites to make it easier for tourists to obtain information about the Namata traditional village.

RESULT

Traditional Ceremonies.

A. The Cockfighting Ceremony (Peiu Manu)

The cockfighting ceremony has its own history for the Sabu Raijua people, namely the traditional peace ritual. According to the beliefs of the people of the Raijua era, wars or conflicts often occurred and resulted in casualties. Therefore, all of the *Mone Ama* (Traditional Leader) agreed to find a peace solution, it was agreed that the war between humans was replaced with cockfighting or called *Peiu Manu*. The traditional ceremony is in accordance with the traditional calendar in the traditional Namata village, usually carried out in certain months, namely April each year, this traditional ceremony is led by *Deo Rai* (Traditional Leader). According to Hilaria Rihi Kana as a resident of the Namata Traditional Village guard, she said that: "The cockfighting ceremony is not a gamble, but a sacred activity and is rich in meaning and this ritual is usually carried out by men and is usually carried out in April".

However, according to Kalosius Rihi Kana, "as a community leader in the Namata traditional village, he said that: "The cockfighting ritual or *Peiu Manu* is followed by gambling by some residents, so that it is more crowded and interesting for people to watch. So *peu manu* is not just gambling, but is used as a symbol and custom of traditional activities for the people of Sabu Raijua".

B. Ceremony to Commemorate the Dead (Pemau Do Made)

Pemau Do Made is a ritual carried out by the adat elders and the Namata community to honor the spirits of those who have died with the aim that their spirits or spirits can be accepted by the almighty in heaven. This ceremony is a ceremony to separate the world of life from the world of death so that the spirit of the deceased is no longer associated with the world of life. According to Hilaria Rihi kana: "The *Pemau Do Made* ceremony is a ceremony usually performed by the Namata people to commemorate the spirits of deceased family members, so that the spirits who have died are no longer in contact with us who are still in this world. Usually this ritual is led by a traditional leader (*Deo Rai*), this traditional ceremony is usually held every March".

C. Harvest Ceremony

The traditional planting and harvesting ceremony is an annual ritual carried out by the people of the Namata traditional village, as a form of request for the participation of the Power and the Ancestors in their plantation and agricultural activities, so that their agricultural and plantation activities can get good harvests. On the other hand, the harvest ceremony is carried out as a form of gratitude and thanks for the guidance and

blessings of the power and the ancestors so that they can feel the results of their hard work. Usually the ceremony is sacrificing livestock as a form of gratitude, giving betel nut, and sacrificing chicken that has been processed/cooked to be given to the ancestors.

D. Maintaining the Integrity of the Specifications

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E. Application Acceptance Ceremony

According to Hilaria Rihi Kana: "The ceremony for granting requests is an annual ritual that is always held in June, by us the people of the Namata traditional village as a form of gratitude and gratitude for all the inclusion and presence of God and ancestors in every activity of our lives. This thanksgiving is marked by the giving of crops such as rice, beans, sweet potatoes, corn and vegetables to the ancestors, then the slaughter of sacrificial animals in the form of goats and chickens, which are then fed to the ancestors as a symbol of their presence in our midst. We all people involved in the ceremony together enjoyed the food that had been provided as a form of a sense of unity and oneness."

CONCLUSION

The results of this study indicate that tourism is important in preserving regional culture. In addition, every attraction that exists in tourist destinations is able to encourage tourists to come visit and see the characteristics of tourist attractions so that tourist destinations must manage well in order to be able to compete nationally and globally.

The relationship between tourism and culture must also have a directed synergy for the development of tourist attractions. Cultural tourism is one of the tourist attractions whose development is quite large and the fastest both locally, nationally and internationally to attract tourist visits.

With the arrival of tourists, cultural tourism must maintain the characteristics and also preserve the culture that is maintained in a sustainable manner. It is hoped that tourists will be able to enjoy every attraction that exists in these tourist destinations.

The role of the government is also expected to provide awareness to the community about cultural tourism to maintain and preserve the characteristics of the Namata traditional village. So far, the traditional Namata village still maintains their culture, namely traditional ceremonies that are still maintained from the past until now. Efforts are being made to introduce the culture to children who will become the successors of the culture. This preservation is expected so that the community continues to maintain tourism in a sustainable manner that is able to compete globally.

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