



Study of Tulude and Masamper Activities as Cultural Tourism Attractions in East Likupang

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Abstract. The purpose of this research is to design a strategy for Tulude and Masamper activities as sustainable cultural tourism and contribute economically to the surrounding community. For students to hold seminars on sustainable cultural tourism so that they can instill a caring attitude towards the preservation of culture in this area of North Sulawesi.

Based on the data and information collected, this research uses two methods, namely the study of documentation of the results of similar research in different places and documents related to the research topic, secondly using the purposive sampling method to obtain competent respondents and using triangulation analysis, namely interviews, field observations and documentation. The research location is Marinsouw Village, East Likupang, North Minahasa. The types of data are primary data and secondary data. Data collection techniques are conducting a literature review, making observations during tulude and masamper activities, with data reduction analysis, data presentation, and drawing conclusions/verification. A SWOT analysis was also carried out in this study to provide a recommendation for the North Minahasa government.

The innovation of the Tulude and Masamper Activity Model as a sustainable cultural tourism and becomes a worthy recommendation to be maintained and passed on to posterity as a regional cultural heritage in the future.

Keywords: Activities · Attractions · Cultural Tourism

1 Introduction

The development of rural areas has become an important issue in the last 5 years. Rural progress greatly affects National Stability in terms of ideology, politics, economy, socio-culture, and defense and security. Even because of the importance of the Village as an asset, history, heritage and starting point.

An area that has potential will certainly affect the development of the area and will certainly become an advanced region. Thus, village potential is a resource in a village that can be developed and activated to improve community welfare. These resources include the existing natural and human conditions as well as the results of human work itself.

Each village has a different geographical setting and human effort. There are villages with profitable resources but the spirit of development, skills and knowledge of the people are lacking, so that the village cannot progress. On the other hand, there are villages that, although their resources are limited, but can develop economically, thanks to the ability of their inhabitants to overcome various other natural obstacles, influenced by elements of the environment. Geographic area occupied. There are four geographic elements that determine the distribution of the village, namely: location, climate, soil and water. Location, concerning.

The physiographical location, for example, far from the highway, rivers, swamps, mountains, beaches, cities and so on. Everything will affect the economy, culture and education of the village. Climate, affects the altitude of the village topographically above sea level. Land, affects the success of farming livelihoods. Limey, sandy, loamy, clay and so on soils have certain economic characteristics that we can relate to the cultivation of sugarcane, tobacco, rubber, cocoa, tea, coffee, coconut and so on [1].

North Minahasa Regency is one of the 15 Regencies of North Sulawesi Province with the capital city Airmadidi about 15 km from Manado. It has strategic and potential tourism objects to be managed, developed and marketed. The territory is divided into three parts, namely: the coast, the mainland and the island. The potential for tourism objects in North Minahasa Regency is very diverse, consisting of beach attractions, beautiful marine parks with various species of fish, land and mountains with views of the high seas and has an artistic culture that is characteristic of each village. With topography This makes this village different from other villages. Upon entering Marinsow Village, it was found that the community settlements were parallel to the road line, some were in mountainous areas, with some farming communities seen crops of paddy, corn, rice and other crops needed by the community on a daily basis. Assets for Marinsow Village [2].

In the socio-cultural field, the Marinsow village community shows the nature, character and behavior as the identity of the Siau people, which is known as mutual respect, tolerance or mutual help, being open and friendly to others. This is done through cultural and religious actuation, as well as maintaining the life philosophy of the sangihe people "Somahe Kai Kehage Pantuhu Paka Saluntiho" which means: "Keep going never back down, be on high alert, avoid obstacles." Positive traits that have long been rooted in the socio-cultural life of the Siau people are a sense of togetherness, mutual help, mutual respect and discipline, which can be seen in the activities of the Tulude traditional party. The Tulude traditional party is one of the cultural heritages of the archipelagic community in the province of North Sulawesi which is a form of community gratitude for all God's gifts that have been given for one year and a symbol of a request for better conditions in the coming year. Tulude is close to the sangihe, sitaro and talaud ethnic groups and the existence of this party in Marinsow village is also evidence and confirmation of the relationship between the Marinsow village community and their ancestral communities from Sangihe, sitaro and Talaud. In the implementation of the Tulude event there is a Masamper art party which is held in series from the 30th to its peak on January 31 every year.

Based on the background that has been stated, then as a geography lecturer who also teaches tourism geography in the geography education department and also geography, we need a learning innovation that can stimulate students as prospective teachers, as well as non-teachers who will be equipped with good knowledge and behavior. Who will later become role models for students when teaching in schools. Designing the traditional strategy of Tulude and Masamper activities as a cultural tourism attraction in Marinsouw village, thus providing recommendations to the North Minahasa government. The formulation of the problem is what is the strategy for Tulude and Masamper activities as a cultural tourism attraction in Marinsouw Village, North Minahasa. With the aim of designing a strategy for Tulude and Masamper activities as a cultural tourism attraction in the marinsouw village.

2 Research Methods

Based on the data and information collected, this study uses two methods, namely the study of documentation of the results of similar research in different places and documents related to the research topic, secondly using the purposive sampling method to obtain competent or influential respondents in achieving the stated goals. Obtained by using triangulation analysis, namely interviews, field observations and documentation, also a survey method, namely a method that takes samples from a population and uses questionnaires as the main data collection tool [3].

1. Location and Time of the Study is Marinsouw Village, 6 months.

- a. Research sites the research location is Marinsouw Village, East Likupang District, North Minahasa Regency, North Sulawesi Province.
- b. Determination of Research Location

The reasons for choosing the research location are: (1). Based on the RTRW of North Minahasa Regency in 2013–2033 regarding the Regional Regulation of North Minahasa Regency No. 01 of 2013, that East Likupang as the center of promotional activities for the development of social economic potential in the back region, (2). The accessibility of this village is very high, (3). This village has a very unique and interesting natural and cultural tourism potential that is worthy of being sold.

- c. Research time

This research was carried out for 3–6 months 2022, covering preparation, implementation (primary and secondary data collection), data processing, data analysis and report preparation.

2. The types and sources of data needed in this study are:

- a. Primary data, namely data collection that is carried out directly to the object of research in the field using observation (survey) techniques, interviews and focus group discussions.
- b. Secondary data, namely data collection that is carried out indirectly to the object of research, namely data presented by other parties.

3. Data Collection Techniques

Data collection techniques are adapted to the research objectives, carried out through several steps as follows:

First, conduct a literature review and search for various secondary data (documents) related to the research topic from various sources. Second, conducting observations (surveys) on objects that are the target of research, and conducting focus group discussions (Focus Group Discussions = FGDs) involving the government, community leaders, traditional elders, education leaders, and local communities.

This research was conducted with a quantitative descriptive approach. The focus of the research is only on the weaknesses and challenges of the traditional activities of Tulude and Masamper as a cultural tourism attraction in eastern Likupang, especially in the village of Marinsow. The data collection uses interview, observation and documentation techniques. The data validity technique uses triangulation analysis.

Identification of the need to formulate alternative strategies means a strategy to overcome weaknesses and avoid threats or is referred to as a detective strategy in a SWOT analysis. This study only used WT(Weakness and Threat) analysis. Overcome weaknesses in the presence of internal barriers and avoid threats or challenges from external barriers [4]. Answering the strategy as an alternative conducted in-depth interviews with keyperson.

3 Results and Discussion

Below will be raised problems as strategic issues in developing and maintaining Tulude and Masamper activities as cultural tourism attractions in Marinsow Village.

1. Weaknesses (W)

- a. Low education.
- b. Still Low Community Participation.
- c. The Savings and Loans Cooperative has not yet been formed.
- d. Inadequate market facilities.
- e. Lack of promotion.
- f. The absence of management functions as a source of initial information for visiting tourists causes village information to be low.
- g. There are no additional training activities for young people in the village so that there is regeneration.

2. Threat (T)

- a. Lack of guidance and assistance from related agencies.
- b. Limited capital loans for small entrepreneurs to support cultural activities in Marinson village.
- c. There will be the extinction of Tulude and Masamper as cultural heritage in this village.

3. Root of the Problem

- a. Low Community Participation
- b. Low Educational Ability
- c. There are no business cooperatives that are well managed by the local community
- d. Market facilities are still lacking
- e. Management and organization are not functioning properly
- f. Limited access to capital
- g. Promotion is still lacking
- h. Global market competitiveness

4. Solution

- a. Increased community participation in Tulude and Masamper activities
- b. Increasing the role of the government in Tulude and Masamper activities as cultural tourism in Marinson village
- c. Improving the community's hardskills and softskills
- d. Pioneering the formation of business cooperatives
- e. Procurement and repair of facilities and infrastructure in Marinson village
- f. Optimization of tourism village organization
- g. Efforts to fulfill capital loans for small communities
- h. Improved promotion strategies at home and abroad.

Alternative strategies applied in the development of Tulude and Masamper activities as cultural tourism attractions in Marinson Village are:

1. Encouraging the community and government to be able to create a conducive climate for the development of this Cultural Tourism activity so that the community can become actors in the tourism sector in the area.
2. The community plays an active role in various cultural activities. For example, being an organization administrator, he is active in training for the younger generation, and is involved in promoting this dance so that it does not become extinct and is sustainable.
3. Every time there is a village activity, the government or the private sector is involved as a donor for the organizer of the activity.
4. Held training activities as well as coaching and mentoring by the Tourism Office.
5. Pioneering the formation of cooperatives as Savings and Loans businesses and business groups in the village.
6. Reorganize the tourism village management organization in relation to the development of cultural tourism by confirming their respective tupoksi, conducting leadership training and entrusting all village management activities to the local community.
7. Improvement of infrastructure to support cultural tourism and optimization of tourism village development.

4 Conclusion

Internal barriers (weaknesses) that occur are,

- a. Community participation is still low.
- b. Low education.
- c. There is no business cooperative yet.
- d. Infrastructure facilities for cultural tourism are still lacking.
- e. There is no manager as a source of initial information for visiting tourists.
- f. Training activities are still lacking.

External barriers (challenges) are,

- a. Limited capital for entrepreneurs or small communities
- b. Lack of local government participation
- c. High market competition
- d. Lack of guidance and assistance from relevant agencies
- e. The threat of extinction of Tulude and Masamper as cultural tourism in Marinson village.

Alternative strategies applied in the development of Tulude and Masamper activities as cultural tourism attractions are:

- a. Encouraging the community and government to create a conducive climate for cultural tourism activities in the Marinsow village area.
- b. Involving the community in various cultural tourism activities
- c. In every activity, the government and the private sector are involved as donors for organizing tourism activities in Marinsow village
- d. In training activities for the younger generation as the successor to cultural tourism activities in the village
- e. Pioneering the formation of cooperatives
- f. Reorganizing the tourism management organization
- g. Improving tourist village infrastructure is also to support cultural tourism activities.

Acknowledgments. Thank You, Rector of Manado State University.

Thank You, Chairman of LPPM Manado State University.

Thank You, The Dean Faculty of social science and Law for supporting this research.

Authors Contribution. Jolanda E. Kaihatu: Head of Researchers, data.

Conclusion, writer.

Xiixon. J. Sindua: Member of Researchers, data computerator.

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