



# Integrated Creative Tourism: Promoting Folk Arts as Tourism Attractions at the KCBN Candi Muaro Jambi

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**Abstract.** This study aims to improve the quality and quantity of performing arts attractions by the community in five villages around the KCBN Candi Muara Jambi. Through FGDs, the potential for performing arts was identified from several categories, namely arts, culinary, religious rituals, and traditional games. To preserve and develop the performing arts, art studios were formed and the performing arts were contested at the Kampung Kito Festival which is held every year starting in 2022. As a follow-up, the researcher and the local government proposed that these performing arts become tourism attractions for Muaro Jambi Regency..

**Keywords:** Candi Muaro Jambi · Festival Kampung Kito · Muaro Jambi performing art · Tourism attraction

## 1 Introduction

The Muaro Jambi temple site is a historical heritage that was built in the 7th to 12th centuries AD. This area has an area of 3981 hectares with dozens of menapo (piles of stone with a temple structure). However, until now only 9 temples have been successfully rebuilt, namely Candi Gumpung, Candi Tinggi, Kedaton, Koto Mahligai, Astano, Kembar Batu, Gedong Satu, Gedong Dua, and Telago Rajo [1].

This site is a favorite tourist destination in Jambi Province, especially during holidays. On the Eid al-Fitr holiday in 2022, the number of visitors who visited Muaro Jambi Temple reached 5850 people on the 3rd day and 6130 people on the 4th day of Eid [3].

Although many visitors come, there are not many performing arts in the Muaro Jambi Enshrinement Area that entertain visitors. Whereas the residents of five villages around the temple area have a variety of arts, culinary, religious activities and traditional games that can be synergized into a tourism attraction that enriches the Muaro Jambi temple as a tourist destination. The five villages are Desa Muaro Jambi, Desa Baru, Desa Danau Lamo, Desa Kemingking Dalam, and Desa Kemingking Luar. The five villages are collectively unique because they are villages that have the same cultural roots that are influenced by Islamic and Malay culture.

Currently, the Muaro Jambi temple site has the status of a National Cultural Conservation Area (KCBN). As KCBN, the Muaro Jambi temple site should not only promote the temple as a historical relic, but should also promote the relationship of the temple to the surrounding community. Communities around the temple have habits that are influenced by the existence of the temple, and conversely the preservation of the temple also depends on the wisdom of the surrounding community.

The community around the Muaro Jambi temple site can be a provider of tourism attraction. [3] proposed the 3A concept in tourism, namely Attraction, Amenity and Accessibility. Tourism attractiveness is one of the important factors that determine the success of a tourist destination. The richness of the arts and culture of the community will be the main attraction that will complement the uniqueness of tourism at KCBN Muaro Jambi.

In line with that, the Government of the Republic of Indonesia pays attention to the promotion of culture which is realized through the issuance [4] concerning the Advancement of Culture. Cultural attractions are part of the Objects of Cultural Advancement discussed in the law, where it is said that the Objects of Cultural Advancement are: (1) oral tradition, (2) manuscripts, (3) customs, (4) rites, (5) traditional knowledge, (6) traditional technologies, (7) arts, (8) languages, (9) folk games, and (10) traditional sports.

This study aims to promote community performing arts as a tourism attraction at KCBN Muaro Jambi. The first step is to identify the types of tourism attractions around the Muaro Jambi KCBN which consist of arts, culinary arts, religious rituals and traditional games. Then the tourism attraction is contested at the Festival Kampung Kito which will be held every year starting in 2022. Every attraction that is a unique attraction of the community around the temple will be proposed to be designated as an official tourism attraction in Muaro Jambi Regency, where the authority for the determination is the authority of the Regency Government.

As a follow-up, tourism attractions that have been registered as tourism attractions in Muaro Jambi Regency and have participated in the Kito Village Festival will be fostered by the Muaro Jambi Regency Government through the Tourism Office and the Village Government in collaboration with the Center for Excellence in Science and Technology - Integrated Creative Tourism (PUI-ICT) Jambi University. This tourism attraction is expected to develop and enrich tourism attractions, especially in KCBN Muaro Jambi and in general throughout Muaro Jambi Regency.

## 2 Method

This study explores the uniqueness of the arts and culture of the people around KCBN Muaro Jambi. Researchers identified the existence of performing arts, religious rituals, culinary and traditional games through several focused group interviews and direct observations in the field. Discuss with village officials, traditional leaders, art trainers and the community to get sufficient information about cultural attractions that are still preserved by the local community. The result of this process is a list of cultural attractions that will be preserved and developed, contested regularly at least once a year at the Festival Kampung Kito. In addition to the festival, cultural attractions can also be

displayed regularly on the stage provided by the Cultural Conservation Preservation Agency (BPCB Jambi) in the temple area to provide greater tourism attraction for the Muaro Jambi temple area.

The complete procedure of this research is as follows: (1) Researchers record the types of cultural attractions, (2) Researchers collaborate with local governments to carry out cultural festivals at KCBN Muaro Jambi, (3) Cultural attractions that are unique and are typical attractions of the village community around KCBN will be registered as tourism attractions in Muaro Jambi Regency, (4) Conduct coaching through art studios in the village. This activity will be carried out continuously and form a cycle of activities from number 1 to number 4.

### 1. Collection of Types of Cultural Attractions

At the initial stage, data collection was carried out by discussing with village officials and community leaders in an FGI. The results of this FGI are a list of traditional cultural attractions that are still practiced and preserved by the local community. From this list selected and decided the types of cultural attractions that will be involved in the first Festival Kampung Kito in 2022.

In the future, data collection will continue to be carried out, but data collection that will be carried out in the future is based on submissions from community groups who are members of art studios. They independently started practicing the arts and signed up for the festival. After participating in the festival they will be registered as a studio that is fostered by the government. Carrying out training independently and participating in festivals is a requirement and shows seriousness in practicing and preserving local culture.

### 2. Implementation of the Cultural Festival

This festival is called the Festival Kampung Kito. Giving this name is the result of discussions with several parties, namely PUI-ICT UNJA, the Tourism Office of Muaro Jambi Regency and officials from five villages around the Muaro Jambi KCBN. This festival will be held every year starting in 2022 as a place for performing arts that are preserved by the local community.

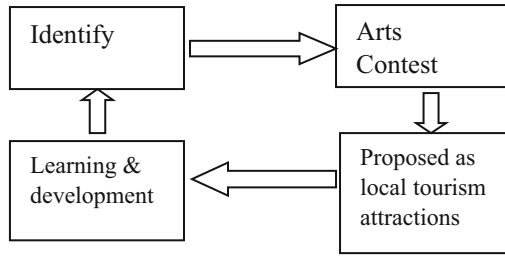
In addition to the Festival Kampung Kito, BPCB Jambi as the regulator of the Muaro Jambi temple site will also hold several festivals every year as an effort to participate in preserving local culture and increasing tourism attractiveness to KCBN Muaro Jambi.

### 3. Submission as an official Local Cultural Attraction

The ratification of district-level tourism attractions is the authority of the district government [5] concerning tourism). This endorsement is very important as the district government's acknowledgment of local cultural arts that is preserved and developed by the community and is actively involved in developing tourism at the district level. This endorsement is also a claim by the government and the local community to the arts and culture which are their cultural wealth.

### 4. Coaching and Development of Local Cultural Arts

After being registered and participating in the cultural festival, then the art studios will be empowered and developed. Empowerment is carried out through art trainings



**Fig. 1.** The proposed tourism attraction development cycle.

involving children, youth and adults. This training and development is expected to foster people’s love for local culture, on the other hand the empowerment of local culture will provide economic benefits to the community as an actor entity in the tourism industry at KCBN Muaro Jambi (Fig. 1).

### 3 Results

At the identification stage, we recorded several unique cultural attractions and deserved to be displayed as tourism attractions. These attractions are grouped into four categories, namely arts, culinary, traditional/religious rituals, and traditional games. The arts consist of dances, namely tari topeng, tari lukah gila, rebana siam, and seloko adat. The unique cuisine that is a local specialty is ketan janda, tempoyak, daging masak hitam, kubang boyo, kue muso, rambutan goreng, tepek ikan, gulai terjun, kerutup ikan, and selai labu. The uniqueness of traditional or religious rituals is obtained from the hadroh lagu sholawat and the art of reading the holy book of the Qur’an. While the unique traditional game is the Gasing Game which is still played by children and is contested at the Festival Kampung Kito (Fig. 2).

At the implementation stage of the Festival Kampung Kito, various arts, culinary, and games that have been recorded are contested. Traditional rituals in the form of the art of reading the holy book of the Qur’an and Hadroh sholawat are also displayed. Most of the participants who performed were children and teenagers. In accordance with the plan, the appearance of children and youth playing local arts is a good first step to invite the younger generation to love their local culture. Each village sent several representatives so that the festival became lively and made an impression on the hearts of the participants and those attending the event (Fig. 3).

Now we are in the third stage, which is to propose the cultural attraction to become an official tourism attraction at the district level. Informally, the Head of the Department of Tourism and the Malay Customary Institution has agreed to ratify several attractions as district-level tourism attractions because they are deemed worthy of this achievement (Fig. 4).

The next step is the development of cultural attractions through learning in art studios. This learning will strengthen the practice and understanding of local culture that can become a tourism attraction. Practicing local arts, local culinary, traditional/religious rituals, and traditional games in daily life will become natural tourism attractions that will increase the tourist attraction of KCBN Muaro Jambi (Fig. 5).



**Fig. 2.** Local foods



**Fig. 3.** Hadroh Lagu Sholawat

Of course this claim must be proven by further research. After the final stage is carried out and we return to the next cycle, we will prove the impact of the promotion of this tourism attraction on the number of visitors, visitor involvement and the income of the village community around KCBN Muaro Jambi (Fig. 6).

## 4 Discussion

Several studies have shown that tourism attractions are factors that influence tourists' intentions to [6] the decision to visit [7] and make repeat visits [8, 9]. The better and the more tourist attractions, the higher the interest of tourists to visit or revisit.

Tourism attractions can consist of art, culture, heritage, tradition, natural wealth, or entertainment (Spillane, 1994). KCBN Muaro Jambi already has a unique historical heritage, namely a very historic temple site with a very large area and has a high wealth of art



**Fig. 4.** Mask Dance



**Fig. 5.** Seloko adat



**Fig. 6.** Gasing game

and culture, which is contained in these temples. The temples illustrate the advancement of culture based on Buddhism which in the past became the cultural roots of the people who lived there. However, nowadays the people who live around the temple site have a different culture, but no less great and has its own uniqueness.

Not many community members are able to take advantage of business opportunities related to the progress of tourism at KCBN Muaro Jambi. Only a small number of them are able to develop their businesses and gain economic benefits from these advances, such as the well-known coffee shop businesses and are able to get many benefits. Most of the others only get a meager direct profit as the bicycle rental business is growing and facing increasingly saturated competition. Then there are food stalls which are also numerous and less profitable because some tourists prefer to bring their own lunch boxes.

There are still much to be explored from KCBN Muaro Jambi tourism. There have not been any tourists staying overnight, although some residents have prepared homestays, there are no types of games and accommodations that make tourists want to be there for a long period of time. All that may be obtained by including the community in it.

The community can be a supplier of tourism attractions. They have a wealth of culinary delights that can be enjoyed by tourists, they have a wealth of cultural arts, rituals and games that may be synergized with the temple which is a legacy from the past. Maybe we can make a tour package where tourists can stay at a homestay or camping ground and be pampered with cultural attractions, culinary delights and entertaining rides.

KCBN has an area of 3981 hectares, where in it can be combined nature tourism, historical tourism, religious tourism and artificial game rides. Without destroying the forest, we can make rides such as camping ground, agility games, nature tours, hiking and forest exploring.

Whatever we plan, we should provide the widest possible opportunity for the local community to play an active role and get financial and non-financial benefits from KCBN Muaro Jambi tourism. The involvement is really institutionalized so that the community feels comfortable, we propose this institution in the form of fostering and developing community-based tourism attractions carried out by the government in collaboration with universities and other parties who pay attention to the welfare and empowerment of the tourism community. This institution can also be a guarantee for the government that the community is really serious in maintaining the Muaro Jambi KCBN which is a very valuable national asset. Community involvement will be a two-way binder that will be mutually beneficial for both the community and the government.

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