



The Empowerment of *Suku Anak Dalam* on Tourism Based of Integrated Local Wisdom and Creative Economics in the Area of Air Black District, Sarolangun Regency, Jambi Province

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Abstract. This research has scientific capacity in tourism studies, especially in developing a new concept of integrated creative tourism that is ready to be applied in Air Hitam District, Sarolangun Regency, Jambi Province which has the potential for cultural tourism, which is integrated with creative products of the local community. The potential of natural and artificial culture that exists around the Air Hitam area is used as a supporting tourist attraction that complements the narrative and thematic tourism flow of Jambi Malay culture. The purpose of this study is to explore and shape the potential for creative tourism (Creative Tourism) found in Suku Anak Dalam in the Air Hitam sub-district, Sarolangun Regency. The steps for collecting data are desk studies and field studies (participation observation, indept interview). In this study, the data analysis used descriptive analysis, aiming to describe a social phenomenon that was obtained from the data that had been collected, then explained and arranged more systematically. Formulation of sustainable Suku Anak Dalam tourism in the Bukit Dua Belas National Park area is carried out using the SWOT analysis method. The research model used is participatory action research which can describe the process of the empowerment program of Suku Anak Dalam Based on Integrated Cultural Tourism, Local Wisdom and Creative Economy in the Village Area of Bukit Dua Belas, Sarolangun Regency, Jambi Province. This study proposes TKT-4 and will involve 2 students whose outputs are in the form of a final project proposal and student articles. Activities that have been carried out include surveying research locations in the Bukit Dua Belas National Park, Air Hitam District, Sarolangun Regency, conducting FGDs with relevant agencies and collecting secondary data. The next activity is collecting primary data, processing data, attending international seminars and publications in journals or proceedings indexed to the database.

Keywords: Creative Economy · Cultural Tourism · Empowerment · Local Wisdom · Suku Anak Dalam

1 Introduction

The World Tourism Organization, United Nation World Tourism, which is directly under the United Nations agency, based on an annual study of trends in the future of world tourism after the Covid-19 outbreak, showed a drastic increase and a paradigm shift. The post-Covid-19 tourism model based on data collected from several major tourism destination countries shows a significant transformation and increase in tourism needs. The tourism transformation that is currently happening where the trend of mass tourism which in the previous year became the *prima donna*, is now shifting towards thematic tourism with educational and cultural values that are able to provide experience and knowledge for tourists.

The Indonesian government through the Ministry of Tourism and the creative economy has actually made various efforts to improve the quality and access to tourism in Indonesia. In fact, to respond to this [1] concerning Guidelines for Sustainable Tourism Destinations has been formed. Referring to the data from the Ministry of Tourism and Creative Economy, it is stated that the state revenue from tourism has increased significantly from year to year where in 2011 it amounted to 8,555.39 million USD then increased in 2015 which reached a significant figure of 12,225.89 million USD. Of the ten main Indonesian tourism destinations, Jambi Province has not yet entered that category, while two neighboring provinces, namely North Sumatra, occupy the 6th position and West Sumatra the 10th position.

The rationale for choosing the cultural theme of the Suku Anak Dalam (SAD) as a masterpiece of superior potential from Jambi Province, especially in the Sarolangun Regency area, began with the above awareness that the current and future tourism paradigm is no longer based on mass tourism, or mass tourism, but tends to lead to special interest tourism or thematic tourism, with the intention that in addition to fully supporting the preservation and economic development of local communities, it is also guided by multi-sectoral sustainability which places the community as the main driver, while the position of local governments as facilitators and supporting regulators. The main purpose of this research is to provide alternative tourism management policies in order to improve the local community's economy, in this case the Suku Anak Dalam in Air Hitam District, Sarolangun Regency. This is in line with the theory of [2]. There is a positive impact of international tourism on increasing long-term economic growth [3, 4].

This research also aims to explore and shape the potential for creative tourism in the Suku Anak Dalam community. Creative tourism is a form of implementation of the concept of sustainable tourism where tourists have the opportunity to get tourist experiences so that they can develop their creative potential through their active participation in programs and learning experiences that are in accordance with the characteristics of tourist destinations. The preservation and development of SAD culture, which refers to [5], is also the reason for the importance of this research to be carried out. This research will contribute to the implementation of Jambi Provincial Regulation Number 07 of 2018 concerning the 2016–2031 Provincial Tourism Master Plan which emphasizes culture-based tourism.

The Suku Anak Dalam (SAD) residential area in Air Hitam District, Sarolangun Regency is an area that offers an overall atmosphere that reflects the authenticity of

socio-economic, socio-cultural, customs, daily life, has a distinctive spatial structure or unique and interesting economic activities and has the potential to be able to develop a tourism component.

Cultural tourism integrated with local wisdom and creative economy is one form of tourism developed by the local government, especially in the *Suku Anak Dalam* area in Air Hitam District, Sarolangun Regency. The various riches of history, culture, cuisine, customs and natural beauty that many of the *Suku Anak Dalam* have have not been fully explored and have not been integrated between stakeholders. It takes a model of optimizing the empowerment of cultural tourism integrated with local wisdom and creative economy towards integrated cultural tourism which is designed according to the concept of Integrated Creative Tourism, where superior potential is combined with supporting potential so as to produce a complete narrative as outlined in an academic design concept of improving the people's economy in the region. The *Suku Anak Dalam* of Air Hitam through the development of integrated cultural tourism with local wisdom and the creative economy. The Kubu tribe, also known as the *Suku Anak Dalam* or Orang Rimba, is a minority ethnic group that lives in the provinces of Jambi and South Sumatra. It is estimated that the tribal population of children in about 200,000 people.

According to oral tradition, SAD is a Malau Misguided person who fled to the jungle around Air Hitam, Bukit Dua belas National Park. They were later called the ancestors of Segayo. Another tradition says they came from Pagaruyung who fled to Jambi. This is reinforced by the fact that SAD customs have the same language and customs with the Minangkabau tribe such as the matrilineal system (http://id.wikipedia.org/wiki/Suku_Kubu, 2015).

According to the Ministry of Social Affairs in the Indonesian Ministry of Social Affairs data and information (1990), the origin of SAD is that since 1624, the Sultanate of Palembang and the Kingdom of Jambi, which are actually still one family, have been in constant tension and the battle in Air Hitam finally broke out in 1629.

In carrying out their daily life, SAD is regulated by the rules, norms and customs that apply according to their culture. In his environment, the term family and kinship groups are known, such as small families and large families. A small family consists of husband and wife and unmarried children. The extended family consists of several smaller families who come from the wife's relatives. Married boys must live in the neighborhood of his wife's relatives. They are a social unit and live in one yard environment. Each small family lives in their own cottage close together, which is about two or three cottages in one group. Traditions that still apply in the life of SAD include the culture of melangun, sloko and incantations and besale.

1.1 Previous Research

Traditions that still apply in the life of SAD include the culture of melangun, sloko and incantations and besale Previous research related to this research on aspects of the focus or theme under study that has to do with the problem to be studied, among others by [6–13].

2 Research Methods

2.1 Research Design

This study uses a type of qualitative research that explains how the process of forming the traditions of the SAD community as a resource in the management of new tourism in Air Hitam District, Sarolangun Regency and how these resources are managed, then ultimately make the SAD community economically independent.

This research uses a case study approach that is intrinsic case study which aims to find out more deeply about the process of forming new tourism resources in the SAD community based on traditions and local wisdom values. Some of the reasons why the author uses a case study approach is because there are peculiarities in the formation of these resources that are not owned by people in other tourism areas.

This study uses a case study method where researchers will conduct research on the cultural tourism potential of the SAD community living in the Bukit Dua Belas area in Air Hitam District, Sarolangun Regency, Jambi Province.

2.2 Data Collection Technique

This research will require a lot of data from various sources. In addition to emphasizing contemporary phenomena and data, this study also relies on historical facts. In order to collect data, the researcher made observations by interacting directly with the SAD community (participant observation) so that the researcher could observe how the pattern of cultural relations occurred in the formation of tourism resources and how the SAD community used the cultural arena as a new tourism forum. The steps of data collection were done by means of desk study, field study, involved observation (participatory observation) and in-depth interviews (indept interview).

2.3 Data Analysis Method

In this study, the data analysis used descriptive analysis, aiming to describe a social phenomenon that was obtained from the data that had been collected, then explained and compiled more systematically. The steps in the data analysis used in this study following [15] are: First, the researcher organizes the information found in the field. The second is to read all the information that has been obtained and to code each observation result. The third is to make a detailed description of the case that occurred along with the context in which an event occurred. Fourth, the researcher determines the pattern of relationships that occur between the SAD community and the general public through reading the interacting actors at the research site. Fifth, the researcher interprets the phenomena that occur and then presents the results of the interpretation of the data obtained in a narrative manner in written form.

The formulation of a sustainable SAD tourism formulation is carried out using the SWOT analysis method. SWOT analysis is a tool that can be used in compiling the strategic factors of an organization. This SWOT analysis identifies external opportunities and threats as well as internal strengths and weaknesses. External opportunities and threats refer to economic, social, cultural, demographic, environmental, political, legal,

governmental, technological, and competitive events and trends that could significantly benefit or harm an organization in the future. Opportunities and threats are largely beyond the control of an organization (David, 2004).

3 Results and Discussion

3.1 Characteristics of Respondents

The sampling method used in this study is the purposive sampling method of judgment sampling type. The characteristics of the respondents are that the majority of respondents viewed from gender are dominated by men as many as 25 people or 83% while women only 5 people or 17%. The age of the respondent with the largest number is the respondent aged less than 25 years, namely as many as 14 people or 47%. The type of work of most respondents is as Civil Servants (PNS) as many as 15 people or 50% while students are 14 people or 47% and the rest are housewives as much as 1 person or 3%.

Tourists visiting the SAD area in Air Hitam sub-district, Sarolangun regency, are more men, this can be justified because the mobilization of men is wider, while women tend to be limited. The age of the respondents who are mostly under 25 years old with status as a student is the most, this can be interpreted that those who are interested in coming to the SAD area in Air Hitam District are young and have student status. After that, there were also many respondents who had the status of Civil Servants. This is because filling out the questionnaire was carried out during the FGD meeting held at the Sarolangun Regent's Office by inviting the heads of related offices, sub-districts and village heads.

3.2 Swot Analysis

Many problems are faced related to the empowerment of tribal children in integrated cultural tourism based on local wisdom and the creative economy of SAD in the Air Hitam sub-district, Sarolangun regency, Jambi province. The main problem in empowerment is the integration between stakeholders and policies in planning and implementing the plan. With the integration of all plans and policies, the same step will occur in alleviating the various problems faced. The unification of all policies regarding SAD will accelerate governance because it can be carried out simultaneously and there is no overlap in policy and implementation. So far, it often happens that a policy is not well coordinated at the government level. Each agency often runs separately, resulting in a less effective policy or policy overlapping.

Based on the condition of SAD seen from the side of integrated cultural tourism, local wisdom and creative economy, it is necessary to make a strategy by analyzing the internal and external environment in integrated cultural tourism management, where internal conditions describe strengths and weaknesses and external threats and challenges are then given weight to see if strengths are greater than weaknesses and vice versa, whether threats are greater than opportunities or vice versa. Internal factors describe the strengths and weaknesses of cultural tourism integrated with local wisdom and the creative economy in SAD in Air Hitam District, Sarolangun Regency.

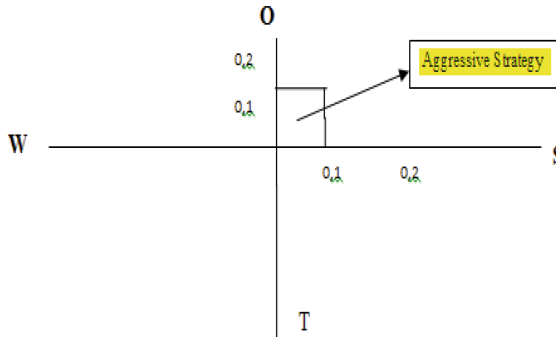


Fig. 1. Development Strategy SWOT Diagram Integrated Cultural Tourism of Local Wisdom and Creative Economy

From the calculations, it can be seen that the difference between threats $S - W = 1.89 - 1.21 = 0.78$ while the difference between opportunities and threats $O - T = 1.77 - 0.61 = 1.16$. So that it can be described in a SWOT diagram (Fig. 1).

From the calculation results, it can be seen in the SWOT diagram that the position of integrated cultural tourism development of local wisdom and creative economy in Air Hitam District, Sarolangun Regency is currently in quadrant I, meaning that integrated cultural tourism of local wisdom already has the strength and opportunity to compete, for that the right strategy to win today's competition is an aggressive strategy. Because of the advantages in terms of strength and can be used to obtain opportunities. The thing to do is an aggressive strategy. The government together with other stakeholders must intensively strive to continuously encourage the creativity of cultural tourism which is integrated with local wisdom through integrated policies between policy makers, the use of advances in technology and information, encourage increased creativity of SAD residents, strengthen their position by creating a conducive tourism climate. Thus, aggressive strategy through analysis of internal factors that generate strengths and analysis of external factors that generate opportunities and threats.

3.3 Participatory Action Research (PAR) Analysis

Analysis of the Participatory Action Research or commonly called PAR, is an anthropological research tool that is quite effective in researching certain case studies that occur in the cultural unit of indigenous peoples. This analytical tool is very commonly used in anthropological research, especially those that are active and those who want to see firsthand the actual phenomenon of the object of research. The stages of the PAR method consist of three main steps, namely planning, implementation and evaluation (Rahmat and Mirnawati, 2020).

In this case study, PAR is used in the residential and residential areas of SAD, which are located in the Bukit Dua Belas customary area and are included in the administration of the Air Hitam sub-district. PAR is one of the methods applied to bring about a transformation or active change related to problems that occur in the middle of the research location by inviting active participation from the local community. PAR was applied in

this case to the problem of SAD thematic tourism which experienced a deviation and overexploitation that could lead to internal conflict and cultural degradation.

The first step in PAR analysis begins with gathering a variety of initial information to look at the problem. The next methodological step is the action dimension, namely by going directly to the research location to carry out action efforts according to needs. The last is the participation dimension, where at this stage the solution and problem solving process is ongoing. These three steps become strengths in PAR analysis.

Field data collection actions were carried out for approximately 7 days at the research location, namely the SAD customary area of Bukit Dua Belas National Park, Air Hitam District, Sarolangun Regency, Jambi Province. Data collection activities were carried out by the research team with students of the Archaeological Study Program, Students of the Management Economics Study Program, and students of the Government Science Study Program and acted as research assistants. In addition, the surrounding community, especially village officials, participated in assisting research, especially as an intermediary and communicator with the SAD leader, Tumenggung Grip.

The approach taken is using a qualitative model by interviewing customers and key informants with a deep interview model or an in-depth interview model with informants and resource persons related to issues captured related to the development of cultural thematic tourism in the SAD area.

Discussion

After distributing questionnaires and Focus Group Discussions with various parties related to cultural tourism integrated with local wisdom and the creative economy in Air Hitam Subdistrict, Sarolangun Regency, additional data was obtained in addition to data collected through questionnaires. The first step is to score each internal and external factor and give weight to these internal and external factors in order of importance. The second step is to reduce the internal factor, namely the total number of strengths minus the total weakness ($d = S - W$), then reduce the external factor, namely the total number of opportunities minus the total number of treatments ($e = O - T$).

From the results of the SWOT analysis that has been carried out, it is found that the position of cultural tourism integrated with local wisdom and the creative economy of SAD in Air Hitam District, Sarolangun Regency is in quadrant I, meaning that cultural tourism integrated with local wisdom and creative economy in Air Hitam District, Sarolangun Regency already has the strength and power. Opportunities to be developed, for that the right strategy for empowerment at this time is an aggressive strategy, where the government together with various parties, both private and tertiary institutions intensively continuously encourage improvement of guidance and assistance for knowledge transfer and technology transfer, strengthen position by continuing to explore local wisdom and creative economy owned by SAD residents in Air Hitam District, Sarolangun Regency.

Strategies that can be carried out related to the use of force and avoiding threats include increasing the sense of unity and integrity of citizens, increasing involvement in preserving nature, increasing the role of the government in deciding the development of companies in SAD areas that pose a threat to environmental sustainability, increasing innovation and creativity in development of local products through training and coaching,

increasing the friendliness of the residents in serving every guest who comes, strengthening the identity of the residents so that they are not easily influenced by the entry of various *dudayas* from outside, training the readiness of citizens to accept advances in technology and information, and strengthening sustainable government programs continuously consistent.

The strategy in utilizing strengths and taking advantage of opportunities is to increase the role of the private sector in developing integrated tourism with local wisdom, the government cooperates with various parties in developing integrated tourism with local wisdom, for example universities and private parties, increasing integration between adjacent tourist objects and increasing citizen participation. in supporting, preserving and preserving nature and culture so that it will improve the welfare of SAD residents.

Strategies in overcoming weaknesses and avoiding threats are increasing residents' understanding of historical values, increasing assistance in local economic development, increasing awareness of historical relics in an effort to increase the number of tourist visits, improving the quality of local wisdom products, increasing tourism facilities and infrastructure, increasing tourism promotion both manually and online and increasing the role and empowerment of SAD residents in involvement in the development of integrated tourism with local wisdom.

The results of the questionnaire data analysis show the need for collaboration and improvement in the cultural thematic tourism management system in the SAD customary area. Based on data collection and analysis, it can be seen that out of at least 13 (thirteen) residential areas of the Suku Anak Dalam, the place that is often visited as a tourist location is the Air Hitam Tumenggung Grip area. The reasons for choosing this location are quite diverse, among the main ones because the location has received a lot of support from various parties including NGOs and local governments. Other areas are considered less popular and lack collaboration so they are less well known and rarely visited. The second thing is because this area has been equipped with adequate tourist infrastructure such as replicas of traditional houses found in the SAD activity area.

Another problem found was the external conflict between SAD and transmigrants or migrants living in the area around SAD's *ulayat* lands. Including several conflicts with oil palm companies bordering SAD's *ulayat* lands. It is evident that there have been several physical conflicts between SAD and migrants. The third problem is the internal conflict between SAD, especially regarding the existence of *ulayat* lands and the existence of the sustainability of SAD's cultural traditions. The internal conflict continues with the existence of levies made by the Tumenggung Grip area for tourists visiting its territory, accompanied by other levies which other regions or Tumenggung SAD do not agree with the levy model because it is considered inappropriate and can lead to new conflicts in the future.

Based on the problem of cultural tourism that occurred in the SAD area, Air Hitam Subdistrict, Sarolangun Regency, PAR was applied to minimize and try to find a solution that occurred in the tourism sector. Approach steps to community leaders, village government and other *tumenggung*, agreed to settle this internally, customary, which is deliberation and based on the basis of kinship.

The strategy in overcoming weaknesses and taking advantage of opportunities is to organize and improve the overall training system in accordance with market needs

that leads to creativity, critical thinking skills, communication skills and improving local products. Forming assisted groups in each sector of local wisdom, as a means of facilitating guidance and assistance so as to accelerate the process of transfer of knowledge and technology. This research can be a reference in developing a new concept of integrated creative tourism. So that later there will be new knowledge in studying creative tourism tourism.

Conclusion

1. Tourists visiting the SAD area in Air Hitam Sub-district, Sarolangun Regency in terms of gender, are dominated by men and those who are interested in coming to the SAD area in Air Hitam District are still young and have student status.
2. The results of the SWOT analysis show that the position of developing cultural tourism that is integrated with local wisdom and the creative economy is in quadrant I, meaning that cultural tourism that is integrated with local wisdom in Air Hitam Regency has advantages in terms of strength and can be used to obtain opportunities.
3. Based on the PAR analysis, it is known that several thematic cultural tourism issues occurred in the SAD area, Air Hitam District, Sarolangun Regency, especially the emergence of internal conflicts related to levies by Tumenggung Grip while other SAD traditional leaders disagreed. Because it can lead to new internal conflicts that further negate values. Sad culture.
4. The problem of developing and managing tourism that occurs will be resolved by an internal approach and consensus deliberation carried out by the tumenggung or the leader of the Suku Anak Dalam.

4 Suggestion

1. All policy makers from the government, universities and private parties should sit together to be able to formulate a comprehensive plan so that programs related to the development of SAD based on cultural tourism are integrated with local wisdom and the creative economy.
2. There must be an increase in the capacity and ability of SAD residents to increase the development of cultural tourism integrated with local wisdom and the creative economy by increasing knowledge and skills through various counseling, training and assistance in empowering local wisdom and the creative economy they have starting from quality, quantity, promotion. And distribution.
3. There is a need for a re-examination of the development of SAD cultural thematic tourism, especially related to the concept and model of tourism management so as not to cause divisions among residents and actually further damage the SAD culture.

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