



Historical and Cultural Tourism Development Model in improving the Community's Economy in the Jati Bali Village West Ranomeeto District of South Konawe Regency

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Abstract— *The tourism sector is an opportunity for the community to create innovations to increase the economic capacity of the family. The uniqueness of an area if managed properly can become a new tourist destination for tourists. Such is the case with Jati Bali Village in West Ranomeeto District, South Konawe Regency. A village with unique potential with Balinese cultural characteristics, but located in the Southeast Sulawesi Region of Indonesia. In addition to its unique culture, in Jati Bali Village there is also a historical site in the form of a Dutch colonial heritage bunker. By Halu Oleo University, this area is used as a forum to devote knowledge to the community in the form of the KKN Tematik (Thematic Community Service Program). This program is held as an effort to foster collective awareness and community innovation power in the development of historical and cultural tourism to improve the economy. It was identified that the potential for historical and cultural tourism in Jati Bali Village apart from bunkers, there are also temples for worshipping Balinese Hindus, performing arts accompanied by gamelan music, as well as traditional Ngaben ceremonies which are still being maintained. Meanwhile, in terms of natural management, this village has agro-tourism potential with modern agriculture, because basically agriculture is the main source of income for the Jati Bali's community, who originated to be transmigrants from Bali. The participatory approach is used as a method of assisting the community to prepare for the development of tourism objects in the village. Thus, the Thematic Community Service Program in the form of counseling, training, and empowerment based on historical and cultural tourism has become a strategy and effort for academics from Halu Oleo University to increase people's sources of income, especially the people of Jati Bali Village.*

Keywords— *Creative Economy, History and Culture Tourism, Jati Bali Village, KKN Tematik*

I. INTRODUCTION

The issue of developing and improving the economy communities in the village are important part of the nation's development strategy. The improvement of the community's economy can be passed through the development of the tourism industry. In view (Pitana &

Gayatri, 2005) states that the tourism sector has become the largest industry in the world that is able to bring in foreign exchange in various countries such as Thailand, Singapore, Barbados, Hawaii, Maldives, Caribbean Islands, Fiji and so on. Efforts to improve the village economy can certainly be increased through maximum tourism development. However, the tourism sector

requires special characteristics and attractions so that it can attract tourists to visit tourist destination locations. Tourism activities in principle are human habits that can be utilized for the economic benefit of the community. As stated (Pitana & Diarta, 2009) that tourism activities have been started since the start of human civilization with a nomadic way of life traveling long distances (traveling). Meanwhile, (Suwanto, 1997) explains that tourism is an activity of traveling from one place to another that is temporary and outside the place of residence, whether carried out by individuals or groups for various purposes.

Each village offers certain uniqueness and privileges as the carrying capacity of its tourist attraction. Various kinds of tourism potential in the community are shown as an attraction for every tourist. In other words, the potential of the village is an important part that deserves attention in managing the feasibility of a tourist attraction. (Pitana & Diarta, 2009) states that resources related to tourism development are generally in the form of natural resources, cultural resources, special interest resources, in addition to human resources themselves. One of the tourist objects that have historical and fundamental values related to the social life of the community is the historical aspect that can be managed as a special interest tourist attraction and the cultural tourism aspects in it. Culture contains values and meanings so that in practice it implies uniqueness in the midst of its collective society. In line with the view (Mujianto, Elmubarak, & Sunahrowi, 2010) which states that culture is human knowledge that is believed to be true as well as a source of judgment systems in human life. In fact (Geertz, 1973) asserts that in culture it is shrouded in moral values that come from a view of life, an ethical system. The existence of cultural wealth and historical heritage is something that is uniquely owned by Jati Bali Village, West Ranomeeto District, South Konawe Regency. In view (Soekanto & Sulistyowati, 2017) that culture basically includes everything that is obtained or learned by humans as members of society.

Tourists' interest in the characteristics of the Balinese people and their culture has been known all over the world. The wealth of natural and cultural potential owned by the Balinese people is a tourism force that is always underdog. The interesting thing is that in Southeast Sulawesi Province, South Konawe Regency, West Ranomeeto District, Balinese people live together, which is then the place is named Jati Bali Village. As transmigrants from Bali, they not only bring their skills but the most valuable thing is that they participate in bringing their cultural uniqueness. Of course, this is one of the unique things in the effort to develop regional tourism as well as the potential that can be maximized to attract tourists who ultimately contribute positively to increasing

the economic income of the local community and other supporting villages.

The traditional life of the Balinese people is maintained as long as they live in Jati Bali Village. The beauty of the temple building is still made in the nuances of Balinese sacredness which allows it to be used as a tourist attraction for anyone who wants to see a representation of the social order of Balinese life. According to (Untara & Supada, 2020) stated that the temple for the Balinese people is not only a place of worship, the area around the temple is also used as a tourist spot, recreational vehicle, as well as a place to show Balinese tourism arts. The philosophical values of the Balinese are inherent in every activity of their socio-cultural life so that even if they are not in their original area, these values are still used as a way of life wherever they are. In the view (Soelaeman, 2010) that value is something important for humans as subjects because it involves everything good and bad, views or intentions from various experiences that are obtained selectively. Balinese cultural values have become valuable things that have been preserved from generation to generation. Cultural wealth offers a variety of beauty not only in its physical presentation but also the values that are believed and trusted by the community as a cultural object that holds a lot of uniqueness. Communication that is built between members of the community with one another shows a family atmosphere and full of intimacy. Acculturation of Balinese culture and local local culture is a cultural event that places good social relations and even becomes a tourism medium. As stated by Stephen P. Robbins in (Wibowo, 2016) that one of the functions of culture is to increase social stability. In addition, (Sugiyarto & Amaruli, 2018) in their research shows that the existence of culture, especially in Demak Regency, Kudus Regency, and Jepara Regency in general has potential and uniqueness that is utilized and developed to be improved as a local cultural tourism sector. This condition illustrates that cultural tourism presents great potential in supporting the development of the tourism sector which can then also be applied in Jati Bali Village as an effort to improve the community's economy.

Historically, it is known that the Jati Bali Village was a former Dutch Colonial military area during the colonial period. This can be seen from the existence of traces of historical heritage, such as those that still survive are the traces of the tunnels or bunkers built by the Dutch colonial government. Of course, the existence of these historical objects is now an important part of historical education and cruising on major historical tours in seeing the struggles of rural communities in building their civilization. The existence of historical building heritage

and cultural wealth owned by the people of Jati Bali Village is a potential that can be developed as a reliable and superior tourist attraction. Therefore, it is necessary for the participation of all parties to support the creation of a competitive Bali teak village tourism atmosphere in accordance with its potential.

The strategic potential of tourism development owned by Jati Bali Village has not been fully mobilized optimally. The cultural characteristics and historical buildings of the Dutch colonial heritage have not been used as aspects of supporting the economic improvement of the local community. In the tourism industry, cultural aspects and historical buildings can be developed into tourism facilities for tourists. Jati Bali Village is located in a strategic area in developing the historical and cultural tourism sector in accordance with the regional potential it has. In supporting the use and management of tourism promotion that is able to improve the economic level of the community in the Jati Balivillage, awareness and assistance efforts are important to do so that a strategic model for developing existing tourism objects can be found optimally and sustainably.

II. METHOD

In achieving the goals that have been set required steps and a strategic approach. The service team takes an important role as a companion to provide motivation and encouragement to help the assisted community in recognizing the potential as well as the problems they face and can obtain relevant information related to the conditions and conditions of the local community. The presence of the service program is directed to be able to give birth to innovation for the community so that they can develop, use, and evaluate the implementation of the program according to the direction of the interests and goals that have been set. The approach used is a participatory approach. Therefore, the model developed by the Thematic KKN integrated service team in Jati Bali Village is a model for improving the community's economy based on historical and cultural tourism. The stages of implementing the activities are as follows:

a. Conducting direct communication and meetings with partner subjects using interview, discussion, and FGD methods. This stage is to explore and identify the problems faced by partners related to the use of historical sites and cultural wealth as tourist destinations. The information obtained becomes the basis for developing concepts and models for improving the people's economy.

- b. Program planning. This stage is a step to analyze and apply various things that partners need. In this phase, a series of work programs designed are applied to support the needs of partners in exploiting the potential of their region. The design of activity programs is based on the needs, aspirations, experiences, and interests of the assisted communities in terms of increasing the economy based on historical and cultural tourism. These various aspirations and inputs become considerations which are then collaborated with work programs designed by the companion team so that they can determine concrete steps for implementing activities.
- c. Implementing program of activities. This stage is the implementation phase of activity programs that have been designed according to the time and place that have been determined. Through this stage, all activity work programs that have been designed and determined are carried out jointly with the partner community.
- d. Evaluating. This stage aims to see and measure the level of program achievement. The evaluation is carried out based on the success indicators that have been set previously. This evaluation stage is important because it becomes the basis for determining the next steps to develop a sustainable empowerment program.

The achievement of goals in the Thematic KKN integrated service program is largely determined by the structured and systematic steps of the community service team with partner communities. The stages carried out are as follows.

a. Mapping

This data collection stage begins by identifying the potential areas and economic problems faced by the partner community. This is an effort so that the program of activities is carried out in accordance with clear directions and goals and objectives.

b. Counseling and socialization

After the data collection process was completed, the service team carried out counseling and outreach to the local government (village and hamlet officials, local youth organizations). This counseling and socialization is carried out to provide new knowledge and experience to partner communities as well as to get full support from the local government so that when the work program is implemented there are no obstacles and can run smoothly.

c. FGD (Forum Group Discussion)

This discussion forum is one of the steps taken by the service team to discuss directly with partner

communities including community leaders to gain a common understanding related to the management of historical and cultural tourism so that activities can be carried out properly and smoothly.

d. Training

This step is an important part in the implementation of the community economic improvement program based on historical and cultural tourism. This training is carried out to provide knowledge and skills to partner communities in the management of historical and cultural tourism. This training is conducted to build community economic resilience as well as a means of preserving local culture.

e. Evaluating

The evaluation stage is a step to determine the achievements of each work program that was carried out previously. This evaluation process is carried out continuously during the service program with the local government and with local community leaders.

III. FINDING AND DISCUSSION

3.1 Healthy Environment Development

In supporting the creation of a good and cool tourism ecosystem, one of the steps that can be taken is to create a healthy environment. This thematic KKN integrated service program is an effort to assist partner communities to foster collective awareness so that together they can support tourism awareness programs through fostering a healthy environment. The establishment of a healthy environment as part of creating a healthy tourism environment is carried out in the form of cleaning the environment around tourist objects. Healthy environmental ecosystems create opportunities for tourists to stay for a long time at tourist attraction locations so that they will indirectly contribute positively to economic activities in the community.

Growing awareness about a healthy environment in supporting tourism development needs to be instilled in everyone, especially those in the tourist attraction environment. The people of Jati Bali Village, most of whom are Balinese, realize that the cleanliness of the tourist attraction's environment is a basic thing that must be fulfilled. Therefore, the inclusion of programs from the service team further strengthens their understanding and experience in managing the sites and cultural objects they have.



Fig. 1: community service for cleaning the environment of Jati Bali Village as a historical and cultural tourism base

In addition to creating a healthy environment, of course, people who live in the environment around tourist attractions must be guaranteed their health. Through the service team's work program, they then called for the slogan "healthy tourism environment, healthy village residents". In applying the program, especially during the Covid-19 pandemic, to build health resilience, the residents of the Jati Bali village were provided with complete health protocols as a health defense during the COVID-19 pandemic. The service team not only provides support in preventing the Corona virus but is also involved in the implementation of child health service assistance in healthcare center activities. Of course, this activity is carried out as a step in building a tourism resilience system in the Bali teak village through the establishment of a healthy environment.



Fig. 2: Service team participants distribute health protocol tools and provide assistance in healthcare center activities

The development and preservation of historical and cultural tourism carried out in Jati Bali Village is made aware of the principle of gotong royong (work together). Environmental cleanliness is an ideological awareness of the people of Jati Bali Village who recognizes and realizes the bond of mutual need and respect between community members. There is also a natural awareness that is awakened that humans and nature are essentially two inseparable elements.

3.2 Tourism Object Development Planning

The existence of a service team in the Jati Bali village is to support the community so that they can manage tourism potential that has added economic value. The richness of culture and heritage of historical buildings in Jati Bali Village is seen as a tourist force that is able to attract tourists. Efforts made by the community are to prepare resources and supporting facilities so that the management of tourism objects can run sustainably. Planning for the development of tourism objects is an important part in advancing culture in Jati Bali Village. The service team encourages the people of Jati Bali Village to be directly involved in the management and utilization of tourism objects.



Fig. 3: Discussion of the community service team to design the development of a tourist attraction in Jati Bali Village

3.3 Education Potential of Historical and Cultural Tourism for Elementary School

Counseling to maintain the sustainability and preservation of historical and cultural heritage sites is a priority in assisting the service team while at the activity location, namely in Jati Bali Village. For this reason, the inheritance process is considered very important that the inheritance process starts from early childhood as the next generation of the nation. Providing education and knowledge of the importance of historical and cultural values owned by the people of Jati Bali Village need to be instilled in children as a provision for the future. Children in the Jati Bali Village are given an understanding of historical and cultural tourism insights as a medium for character education. Children are formed from an early age and their awareness is built to love their local culture, build their cultural values so that they are able to appreciate differences and of course can maintain the existence of their regional culture and historical sites. This historical and cultural tourism education for children is formed in a children's tourism awareness group that is socialized in the school environment and in the community.

There are historical relics in the form of colonial buildings in the form of bunkers. The existence of the bunker is still standing strong. The optimization carried out by the service team in making the historical heritage a superior tourist attraction was to start by cleaning the bunker area and then making an information board about the history or story of the existence of the bunker. The information becomes an attraction and knowledge for tourists and is also expected to become an educational tourism area for students, academics and researchers. Counseling on the potential of historical tourism is carried out by the community service team continuously to build public awareness about the importance of preserving historical building heritage.



Fig. 4: Dutch colonial heritage bunker

The culture and customs of the Balinese people in the Jati Bali village are still firmly held and well maintained. Balinese religious ritual ceremonies are a tourist attraction. In supporting the development of tourism in the Jati Bali village through cultural development, the service team provides counseling on cultural tourism promotion strategies both through online media promotions and in the packaging of cultural events or festivals. One of the potentials for cultural tourism in Jati Bali Village is the performance of traditional cremation ceremonies (*ngaben*) and performances of gamelan music or the beauty of temples.



Fig. 5: The procession of carrying out traditional Ngaben ceremonies

3.4 Historical and Cultural Tourism Development Training

In increasing the capacity of managing historical and cultural tourism objects in the Jati Bali village, the service team provides quick training on the implementation of historical and cultural tourism. The training is intended to foster public interest in participating in the management of historical and cultural tourism in order to support increasing the economic income of the local community. The training was attended by cadres of the Jati Bali village, community leaders, traditional leaders, youth leaders. The public is given education about the maintenance of historical sites and the creation of cultural-based creative economic innovations. Enthusiastically the trainees with full attention and enthusiasm follow the training. The training is an effort to encourage the people of Jati Bali Village to give birth to innovation and creativity in the presentation of their historical and cultural tourism objects. One of the forms of training provided is the innovation of gamelan performances and the preservation of the historical site of the Dutch colonial heritage bunker building. The socio-cultural conditions of the community support the creation of a Balinese teak tourism village as a historical and cultural tourist location.



Fig. 5: The atmosphere of the historical and cultural tourism development training

3.5 Culinary Culture-Based Community Economic Empowerment

Jati Bali Village has various tourism potentials. Based on the search results, it was found that the Jati Bali village of not only has historical tourism potential but also has a unique culinary wealth. In supporting this potential as a supporter of tourist facilities, the service team provides an economic empowerment program based on culinary culture. It aims to introduce the culinary culture of the Balinese teak village community, the majority of which are Balinese. The types of Balinese culinary that are shown are betutu chicken, Balinese mixed rice, and Buleleng's rujak. Residents of the community

enthusiastically introduced the types of typical culinary in Jati Bali Village as a tourist attraction. This culinary culture empowerment was attended by the cadres of Jati Bali Village and the PKK women's group.



Fig. 6: Typical culinary of Jati Bali Village

IV. CONCLUSION

Improving the community's economy through the development of historical and cultural tourism in the Jati Bali village provides opportunities and hope for the community to grow and have competitiveness. The thematic KKN integrated service program provides counseling and assistance to the community to increase the capacity of community resources to manage and utilize the potential of historical and cultural tourism to become a means of the community's creative economy. The identification program of historical and cultural tourism potential gave birth to a mapping of the existence of Dutch colonial heritage sites and cultural forms of the Balinese teak village community as tourist attractions. The provision of counseling and education forms a positive attitude of the community towards the existence of historical and cultural sites so that a conservative attitude grows in society. In creating a new economic space for the community, training and empowerment of local potential is encouraged as a tourism innovation movement that is held through art and culinary performances.

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