



THE ROLE OF GOVERNMENT AND COMMUNITY IN DEVELOPING SUAYA STONE GRAVEYARD TOURIST ATTRACTION IN SANGALLA SUB-DISTRICT, TANA TORAJA DISTRICT

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Abstract

This research is motivated by the role of the government and the community in developing Grave Tourism Objects in Sangalla District, Tana Toraja Regency. The purpose of this research is to find out how the role of the government and the community in developing the Batu Suaya Graveyard Tourism Object. This research uses a qualitative descriptive method. The data analysis techniques used in this research are data collection, data reduction, data presentation and conclusion drawing. The results of this study indicate that in developing the Suaya Stone Graveyard tourist attraction. The Tana Toraja Tourism Office, which acts as a facilitator, innovator and regulator, cooperates with the community, both the community of tourism object owners in this case the descendants of the Sangalla king who play an active role in the development of the Batu Suaya Graveyard Tourism Object and other local communities who act as marketers, implementers, participants and beneficiaries. The obstacles faced by the government in developing the Suaya Stone Graveyard Tourism Object are the lack of funds allocated for the construction of tourist attractions and for the community the obstacles experienced are the limitations of other community parties in making development efforts where the party that is more entitled to seek the development of Suaya stone graveyard tourism objects is the community of descendants of the king of Sangalla.

Keywords: Government, Community, Stone Graveyard.

A. Introduction

Indonesia is one of the countries that is rich in natural resources and diverse cultures so that it has great potential as a tourist spot (Gunawan, 2016). Cultural diversity can also increase the economic growth of a society, cultural wealth can attract tourists, who want to explore and experience different cultures. So that culture must continue to be preserved as the identity of a community, the form of community culture can be tourism (Varanida, 2019).

Tourism is one of the components in economic development in a country. The development of tourism is currently growing, the main key to successful tourism development is to focus on developing and utilizing existing tourism potential. Tourism has promising potential but its development is often constrained in terms of promotion, limited facilities, inadequate facilities and infrastructure, causing tourism to not develop optimally (Primadany, et al. 2013).

Tourism development is an effort made to improve and develop a product or add to the type of tourism product (Yuliamir, 2017). Tourism activities and development include aspects of life in the community, ranging from accommodation, tourist attractions, food and drink, services and others. This effort is made to encourage and increase the flow and visit of nusanta tourists.

Tourism Attraction Objects (ODTW) are the main driver of the tourism sector that requires the cooperation of all stakeholders consisting of the community and the government. In accordance with its duties and authority, the command is a facilitator party that has its role and function in making and determining all policies related to ODTW development. The role of the community in ODTW development is to provide most of the tourist attractions while determining the quality of tourism products. In addition, local people who work individually or together are self-consciously helping government programs with initiatives and creations as well as involving themselves in ODTW development activities (Purba, 2017).

The role of all elements of government and society is a major factor in the development of tourist attractions that can increase visitor enthusiasm so that the quantity of visits to tourist attractions is increasing. The government provides supervision that plays a role in achieving the goals of developing tourist attractions that are the focus of the government. One of the attractions that requires the role of government and society in its development is the Megalithic Site.

he development of megalithic sites even in some places in the archipelago until now is still sustainable as a tradition. Megalithic culture can be found in almost all parts of Indonesia, based on data collected by foreign researchers and Indonesian researchers, there are 22 areas of site distribution that show the presence of the location of the existence of megalithic sites in Indonesia which is the place of distribution of megalithic sites. Megalithic burial sites in the form of stone graves that developed in Indonesia each with a distinctive form, for example; Waruga Tourism Objects, Stone Cliff Grave Tourism Objects and Stone Graves. The findings of these megalithic sites are likely to increase even more considering the location of the source material which is scattered in several regions.

Tana Toraja is one of the regions in South Sulawesi Province that has a megalithic cultural tradition that can potentially be a tourist attraction. This megalithic tourist attraction is no less unique than tours in various regions. One of the interesting and unique tourist attractions in Tana Toraja that needs to be developed is the Stone Grave Tourism Object where the distribution of stone graves in Tana Toraja can be found in the Tampang Allo, Lemo, Londa, Landan Tondong Iring, Sirope, and Sangalla areas.

Suaya is a historic stone graveyard tourist attraction located in Sangalla sub-district, Tana Toraja Regency which needs to be developed, because this tourist attraction is a historic stone graveyard tour which is the burial place of the Kings of Sangalla. At the Suaya Stone Graveyard Tourism Object visitors can also gain insight into the distinctive culture of the Toraja people in the past and can see firsthand the ancestral relics that are still neatly stored which are still being maintained today.

Researchers chose the Suaya Stone Graveyard Tourism object as a research location because in terms of its development this tourist attraction still needs to be developed, so there needs to be a role for the government and the community to develop the tourist attraction. Research on the role of government and society in developing the Batu Suaya Graveyard Tourism Object has never been done so this research is important to do as a first step in developing the Batu Suaya Graveyard Tourism Object.

B. Methodology

1. Research Design

In a study entitled “the role of commands and the community in developing the Suaya Stone Graveyard tourist attraction in Sangalla District, Tana Toraja Regency” This research uses a descriptive method with a qualitative approach which aims to analyze factors related to the object of research and present data in depth on the object under study. The data obtained will be analyzed so that it becomes information in making a decision so that it can answer a problem that has been formulated.

The research was conducted in Sangalla District, Tana Toraja Regency, South Sulawesi Province, Indonesia. The research location is presented in Figure 1. The research was conducted from March to April 2024.

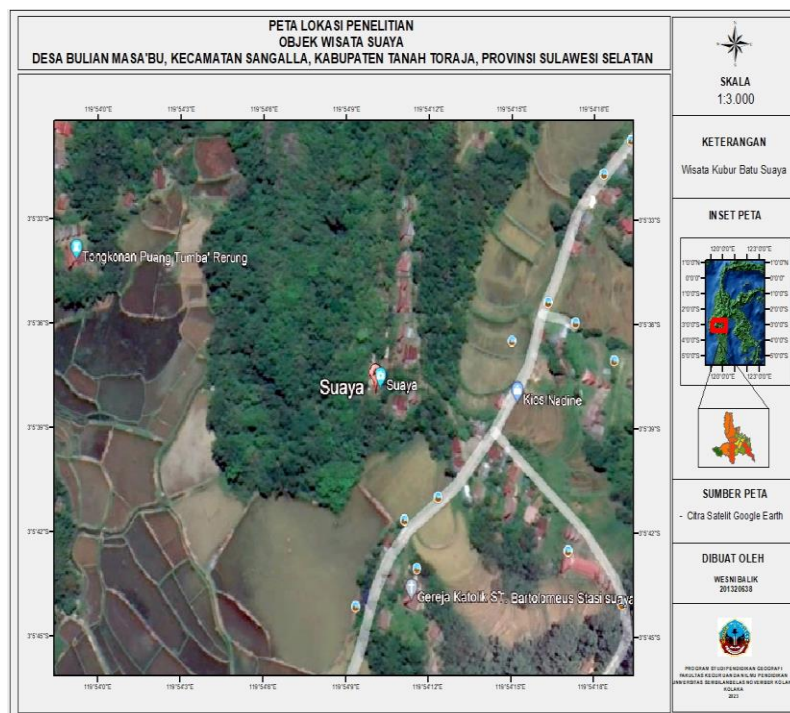


Figure 1. Research location of Batu Suaya Graveyard Tourism Object

2. Instruments

The research instruments used to collect data in this research are using observation sheets, documentation, and in-depth interviews aimed at exploring and collecting information related to the role of the government and the community in developing the Batu Suaya Graveyard Tourism Object, Sangalla District, Tana Toraja Regency, South Sulawesi Province, Indonesia.

3. *Technique of Data Analysis*

The data analysis technique used in this study uses triangulation data collection techniques. Data analysis activities use Miles and Huberman data analysis which this data analysis model consists of;

1. This data collection technique is in accordance with data collection techniques consisting of interviews, observation, and documentation. Data collection is carried out as long as the required data is not sufficient and will be stopped when the required data is sufficient in drawing conclusions.
2. Data Reduction. Reducing data means summarizing, selecting key things, focusing on important things, looking for themes and patterns. Thus, the data that has been reduced will provide a clearer picture so that by obtaining a clear picture, this reduction process has been said to be successful.
3. Presentation of Data (Data Display) In qualitative research, data presentation can be done in the form of brief descriptions, charts, relationships between categories and the like. In this case the researcher tries to describe briefly about the things to be studied.
4. Conclusion Drawing and Verification The third step in this data analysis is conclusion drawing and verification. Drawing conclusions is not the final step of an analysis because these conclusions still need to be verified. If the conclusions that have been stated have not been obtained valid data.

C. **Fidings and Discussion**

In developing the Suaya Stone Graveyard Tourism Object, it is necessary to have the role of the tourism office government in developing the suaya stone graveyard tourist attraction of bulian masa'bu lembanga in sangalla sub-district, tana toraja district consists of:

a. The Role of the Tourism Office Government as a Facilitator

The role of the Government as a Facilitator is the party responsible for providing facilities for the development of a tourist attraction in this case the government as a responsible party as a developer of tourism potential is needed to facilitate and support the development of the tourist attraction, while the role of the government as a facilitator needs to cooperate with various parties, both the private sector and the community. The role of the tourism office government as a facilitator is very important to support tourist attraction development activities by building tourist facilities.





Figure 2. *Suaya stone graveyard tourist attraction facilities.*

b. The Tourism Office Government's Role as a Regulator.

The government as a regulator is setting up a goal to balance the implementation of development through the issuance of rules that aim to balance the implementation of development. As a regulator the government must provide a basic reference to the community as an instrument to be able to regulate all activities related to the development of the tourist attraction.

The Tana Toraja Tourism Office in managing the development of this tourist attraction is carried out regularly where in the process of developing this tourist attraction, there are various kinds of regulations or rules that must be obeyed. The awareness to obey these rules is a form of social system between local residents and their environment to protect and manage in an effort to protect and preserve the original culture and environment. The rules consist of oral rules and written rules. The written rules consist of PERDA No. 5 of 2022 and the rules of the tourist village. The PERDA rule is a rule that contains everything related to the tourism development of Tana Toraja Regency.

c. Government's Role as an Innovator

The role of government as an innovator is the ability possessed by the government to convey various programs in simple language so as to motivate the community to participate in tourism development. The government that acts as an innovator must appear as a party that can provide motivation, provide input or a more creative view, the role of the government as an innovator is needed so that the active tourism business continues to run (Dewi & Fadlurrahman, 2018). This is done to increase the attractiveness of tourist visitors.

In carrying out the role of the tourism office government as an innovator in developing the Batu Suaya Graveyard Tourism Object in Sangalla District, Tana Toraja Regency. The tourism office government has carried out its role well, this is indicated by the existence of evidence of government aspirations for the community through cooperation with KOPDARWIS and through raising awareness and providing direction to the community about the importance of introducing or promoting tourist attractions, because it cannot be denied that the use of promotional tools through various social / internet media is very important (Priatmoko, et al., 2022). The form of tourism promotion of the tana toraja tourism office can be used in the following figure:



Figure 3. Innovation efforts using social media for tourism promotion.

Apart from the form of the role of the government of the Tana Toraja tourism office in developing the Suaya Stone Graveyard Tourism object, there are also people who take part in the development activities of the tourist attraction, as for the form of the role of the community in developing the stone graveyard tourist attraction can be described as follows.

The development of the Suaya Stone Graveyard Tourism object is inseparable from the people who participate in the development of tourist attractions, in developing this tourist attraction the people who play a role in it can be classified into two, namely the community as the owner of the tourist attraction (the descendants of the sangalla king) and the community who are not classified as tourism owners. The form of community role consists of

a. The role of the community as pemrakasarsa.

The community as an initiator as the community becomes the main party that discovers and explores tourism potential. Communities that act as initiators can contribute both through the contribution of thoughts, energy and funds. This community contribution can be shown through actions taken where the community is actively involved in developing tourism potential to become a tourist attraction (Dian 2019). The community that acts as an initiator in the development of the Batu Suaya Graveyard Tourism Object is the descendant community of King Sangalla while the object area itself was discovered by King Sangalla.

The Suaya Stone Graveyard Tourism Object area is a tourist attraction area discovered by the king of Sangalla where during his lifetime the king of Sangalla spent a lot of time meditating on the rock cliffs of this tourist attraction so that until now this grave is only devoted to the descendants of Puang Sangalla. The grave of King Sangalla is managed and developed by the descendants of King Sangalla as the initiator by working with the tourism office to make this tourist attraction a national tourist attraction. According to Armoka (2014) tourist villages have unique potential or uniqueness which is then managed and made attractive. The tourism potential that is managed to attract visitors to the Suaya Stone Graveyard Tourism Object consists of stone graves, erong, rows of tau and so on. This tourist attraction is managed to become a tourist attraction.

b. The Role of the Community as Implementers

The community as an implementer where the community is the party that initiates the implementation and development of tourism until the realization of the tourist attraction. This implementing community can make a full contribution either through the contribution of thoughts, energy, and funds. This action can be seen from the active involvement of the tourism development community which aims to develop existing potential.

Implementation is an effort made to implement all plans and policies that have been formulated and also determined by completing all needs. The people who act as implementers who make a full contribution both through the contribution of ideas, energy, funds and others are the people who are descendants of the King of Sangalla, the King of Sangalla community is the party that plays an active role in the development of the Batu Suaya Graveyard Tourism Object where all development needs both for the contribution of ideas through tourism object development plans such as the tongkonan house construction plan and the costs that will be used in this development come from the descendants of the King of Sangalla while people who are not descendants of Puang Sangalla are only involved in certain things, for example participating in cleaning activities and traditional ceremonies where all levels of society from the top to the bottom all help.

c. The Role of the Community as Participants

The community as a participant is a community that participates in tourism development activities, but not as a party that has the authority in tourism development, but rather the perpetrator of tourism development. Communities as participants can make limited contributions. The community as a participant is contributing in a limited way, this data can be seen from every action taken in the implementation of tourism development which aims to develop potential, and receive benefits from the development of tourist attractions (Saputra, et al., 2022)) in the development of the Suaya Stone Graveyard Tourism Object, many of the Sangalla District community have a role as participants where this community plays a role in the development of the Suaya Stone Graveyard Tourism Object, but in carrying out their role as participants they have limitations both through the provision of funds, thoughts and so on.

The limited role of the Sangalla District community in carrying out its role can be seen from the actions taken where this community before taking an action needs permission from the government and the community of the descendants of the Sangalla king. For example, when you want to clean up in a tourist area, the community needs to ask permission from the authorized parties.

d. The role of the community as beneficiaries

The role of the community as a beneficiary is not directly involved in development activities, but the community can receive benefits from the development of tourism through selling business activities to increase income. The existence of the Batu Suaya Graveyard Tourism Object can provide benefits for outsiders and local communities to increase community income by opening trade businesses and performing business creations.

The existence of tourist attractions can have a positive impact on many communities where many people can increase their income both when there is a traditional ceremony or not, this can be seen at the location of the tourist attraction where there are community-owned kiosks that are open every day not only when there is a traditional ceremony. At the time of the implementation of the traditional ceremony at this tourist attraction, many outsiders come to sell community handicrafts such as machetes and other souvenirs and there is also a bamboo music community that can benefit from the existence of this tourist attraction where at the time of the traditional

ceremony they are also invited to come to display creativity with the opportunities available to increase income without having to contribute to the development of tourist attractions, this is in line with the results of research conducted by Dian (2019) that the community does not directly contribute to tourist attraction development activities carried out but the community does not directly contribute to the development of tourist attractions.

D. Conclusions

The role of the government in the development of the Batu Suaya Graveyard Tourism Object both as a facilitator and innovator has not been maximized, this can be seen from the facilities built still lacking besides that in carrying out the role of government as an innovator carried out by the government is also still not optimal where the innovations made have not been able to increase visitor attractiveness. However, in carrying out the government's role as a regulator, the local government has carried out its role well by implementing various regulations or rules in the development of the Batu Suaya Graveyard Tourism Object.

The community that plays a role in the development of the Batu Suaya Graveyard Tourism Object, both as initiators, implementers, participants, observers and beneficiaries, is divided into two communities of tourism object owners (Community of Descendants of the Sangalla king) and local communities who are not classified as tourism object owners. The Kuturanan community of the Sangalla king is a community that is actively involved in the development of the Batu Suaya Graveyard Tourism Object while other communities who are not descendants of the Sangalla king have kinship in developing Batu Suaya Graveyard Tourism.

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