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Exploration of Tarung Village, West Sumba as a Part of the Road Map for the Development of Cultural Tourism Based on Sustainable Tourism Approach

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ABSTRACT

In the era of the industrial revolution 4.0, the development of tourism activities must utilize digital facilities as a promotion strategy, so that provide an opportunity for tourism destinations to be known. To improve the quality of tourism activities and anticipate the negative effects of mass tourism, the development of priority destinations must use the concept of sustainable tourism approach that takes into consideration the impact on the environment, social, cultural, economics for the present and the future for local communities and tourists. Diversity of cultural manifestations and natural landscape in Tarung Village, Sumba Island, East Nusa Tenggara Province is one of potential tourism in Indonesia. Tarung Village has architectural characteristics in the form of a residential pattern of traditional Sumba-oriented to *Natar* in the middle of settlements. Another potency of Tarung Village is the cultural and social values that are still shared by the community, namely the *Marapu* belief. Based on this background, the problem that arises is the absence of exploratory studies of architectural, social and cultural potential and carrying capacity in Tarung Village, West Sumba as part of the road map for the preparation of the Sustainable Tourism Approach. The aim of the study was to explore the architectural, social and cultural potential and the carrying capacity in Tarung Village, West Sumba as part of the road map for the preparation of the Sustainable Tourism Approach. This research is important as an effort to realize the concept of sustainable tourism development that takes into consideration the impact on the environment, social, culture, economy for the present and future for local people and tourists. The research paradigm used is naturalistic with a qualitative research strategy. The first stage is an exploration study of the Architecture, social and cultural potency of Tarung Village. The second stage is the analysis of the identification of appropriate market segments and the carrying capacity of Tarung Village. Based on the results of the study, it is known that the structure of the house and the architectural character of the building in Tarung Village are the most significant elements as part of the development of sustainable tourism. Socio-cultural values and experiences that can be enjoyed with the community are important points for creating interaction between the people of Tarung Village and tourists. The mapping of market share segmentation and the offered experience becomes important as part of the road map for the preparation of the Sustainable Tourism Approach. So that green business can be implemented later as an indicator of sustainability-based business management.

Keywords: *Architectural potency, Tarung Village-Sumba, digital marketing, sustainable tourism approach*

1. INTRODUCTION

The tourism sector in Indonesia is one of the main sources of foreign exchange earnings. To improve the quality of tourism activities, the development of priority destinations must use the concept of sustainable tourism approach, namely tourism that takes into consideration the environmental, social, cultural, economic impacts for the

present and future for local communities and tourists. (Robinson dan Picard, 2006) [1].

1.1. Background

In the era of the industrial revolution 4.0, the development of tourism activities must utilize digital facilities as a promotion strategy. The application of digital marketing is

considered more effective and efficient in order to introduce domestic tourism to the world.

Online promotion will certainly provide an opportunity for tourism destinations to be known to a wider audience also increase visibility, connectivity and branding. To improve the quality of tourism activities and anticipate the negative effects of mass tourism, the development of priority destinations must use the concept of sustainable tourism development, namely tourism that takes into consideration the impact on the environment, social, cultural, economics for the present and the future for local communities and tourists.

Diversity of cultural manifestations and natural landscape in Tarung Village, West Sumba, East Nusa Tenggara Province become a tourism potency in Indonesia. Tarung Village has architectural characteristics in the form of a residential pattern of traditional Sumba-oriented to *Natar* in the middle of settlements. Another major potency of Tarung Village is the cultural and social values that are still shared by the community, namely the *Marapu* belief. The *Marapu* belief system cannot be separated from the culture of the people of Sumba. *Marapu* is defined as the spirit of the Ancestors who have united with God, then appears as a link between humans and God. (Bamualim, 2017 [2]).

Tarung Village burned in October 2017, then increased the public's curiosity to visit Tarung Village. So it is necessary to prepare a tourism concept so that mass tourism will not occur which will damage the sanctity and authenticity of the Tarung village.



Figure 1 Tarung Village burned in 2017[3][4][5][6]

Tarung Village is still original in terms of the physical architecture of traditional houses, spatial pattern, characteristics, megalithic tombs, as well as *Marapu* culture and beliefs which are still firmly held by Tarung Village residents. The general characteristics of traditional Sumba house architecture are basically the same form as the traditional house architecture of the Austronesian family, namely in the form of stilt houses. Traditional Sumba houses use natural materials and roofs that tend to be towering (Eka, 2018)[7].

Tarung Village has been listed on the West Sumba Regency government website as a leading tourist (https://sumbaratkab.go.id/?page_id=954)[8], but there is no further information on the site regarding Tarung Village. Whereas in the digital age, all digital information

becomes an important aspect in marketing tourism destinations. On the other hand, Praijng Village instead has further information (history, potential, and cultural activities)[9].

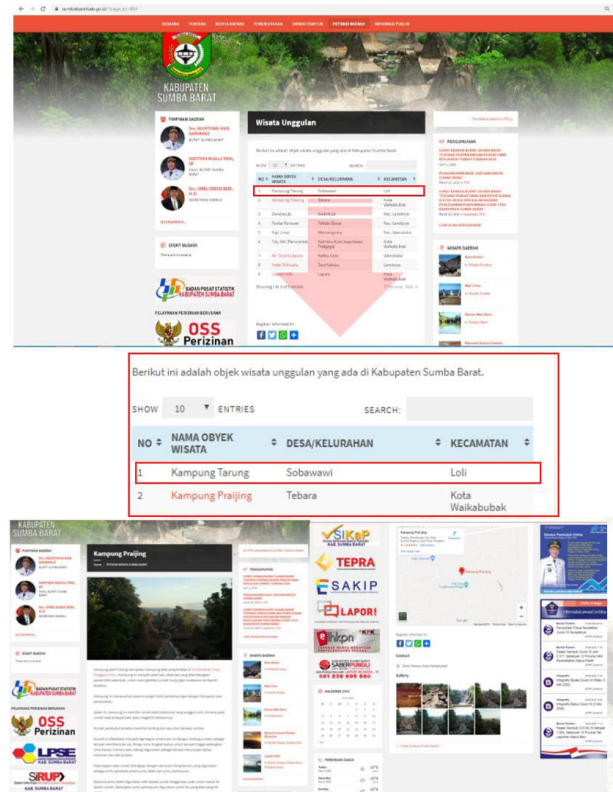


Figure 2 Tarung Village and Prijng Village as the leading tourist objects in West Sumba Regency [8][9]

The development of Cultural Tourism by tracing the traces of civilization through cultural tourism trips must also be prepared with the right market segmentation and identifying the educational needs of tourists for sustainable tourism that needs to be developed in Tarung Village.

1.2. Problems

Based on this background, there has not been an exploratory studies of architectural, social and cultural potential and carrying capacity in Tarung Village, West Sumba as part of the road map for the preparation of the Sustainable Tourism Approach.

1.3. Aims

The aim of the study was to explore the architectural, social and cultural potential and the carrying capacity in Tarung Village, West Sumba as part of the road map for the preparation of the Sustainable Tourism Approach. This research is important as an effort to realize the concept of

sustainable tourism development that takes into consideration the impact on the environment, social, culture, economy for the present and future for local people and tourists. This is quite important to avoid the impact of mass tourism which would actually damage the sacred and authenticity of Tarung Village.

1.4. Paper Structure

The paper is organized as follows. Section 1 introduces background, phenomena, significance of the study, problems, and aims. Section 2 presents a literature review, then, the method used in Section 3. Section 4 Result and Discussion of exploration of Tarung Village, West Sumba as a part of the road map for the development of cultural tourism based on sustainable tourism approach. Finally, Section 5 concludes the paper and presents direction for future research.

2. LITERATUR REVIEW

2.1. Sustainable Tourism Approach

According to Yoeti (1996) [10] Types of tourism are divided into 7 types, namely cultural tourism, natural tourism, health tourism, sports tourism, commercial tourism, political tourism and social tourism. The components of tourism activities include: Attraction, Amenity, Accessibility, Ancillary, Community Involvement.

The development of sustainable tourism includes the goal of developing the tourism sector and improving the quality of the management of the tourism industry itself. The principle of sustainability includes the concept of increasing community welfare, preserving nature and promoting local genius (Robinson and Picard, 2006) [1]. UNESCO defines sustainable tourism as tourism that emphasizes local communities and tourists, cultural authenticity, and natural preservation. All tourism activities or motivations that act as a background for tourist visits - holidays, business visits, conferences, nature exploration and nature tourism - must apply sustainable principles.

2.2. Road Map The Development of Cultural Tourism Based on Sustainable Tourism Approach

The principle of sustainable tourism is in line with the Road Map for the development of Cultural Tourism by tracing the traces of civilization through cultural tourism. *First*, through the identification of cultural tourism routes. *Second*, the need for integrated destination planning and

travel route agreements. *Third*, the importance of capacitation of human resources as actors. *Fourth*, integrated destination development and amenity readiness. *The fifth* stage is Promotion and Marketing of the packaging. *The sixth* stage which also acts as the spearhead is the management and maintenance stage as an indicator of the sustainability of tourism activities. For more details, see figure 3 [11].

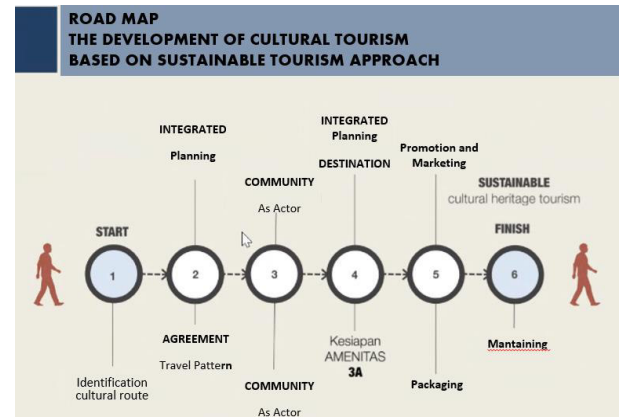


Figure 3 Road Map The Development of Cultural Tourism Based On Sustainable Tourism Approach

2.3. Grand Story Telling

To develop a Cultural Narrative is important in culture-based tourism. Great story narrative places a cultural tourism destination in the context of global history. Cultural narrative through story telling is an important part that must be considered in preparing marketing content materials. To optimize community development, community involvement and community empowerment play an important role. The purpose of community involvement is in the framework of preserving resources based on the strength of existing cultural values [12].

2.4. State of The Art

There have been several previous studies as research parameters. Yenny Gunawan's research (2018) [13] entitled *Konsep Tempat pada Arsitektur Sumba Barat (Studi Kasus: Arsitektur Desa Weelowo)*/ The Concept of Place in West Sumba Architecture (Case Study: Weelowo Village, West Sumba Regency) focuses on the variety and classification of Sumba architectural encounters with its topography and the impact on the meaning of the encounter. Eka Kusuma Reny's research (2018) [7] entitled *Konsep Ka'bani – Mawinne dalam Arsitektur Rumah Tradisional Sumba di Tarung Village Sumba Barat*/ The Concept of *Ka'bani - Mawinne* in Traditional Sumba House Architecture in Tarung Village, West Sumba, focuses on finding an overview and formulation of the concepts and principles of traditional Sumba architecture.

Furthermore, research conducted by Agus Dwi Hariyanto, et al. (2012) [14] entitled *Hubungan Ruang, Bentuk Dan Makna Pada Arsitektur Tradisional Sumba Barat/* Relationship of Space, Shape, and Meaning in Traditional Architecture of West Sumba focuses on the relationship between space and shape in traditional Sumba houses and the influence of cosmology on form and space.

Research conducted by Maria Immaculata Ririk Winandari, et al. (2006) [15] entitled *Arsitektur Tradisional Sumba/* Traditional Sumba Architecture focuses on Customs, Ornaments, Outer Space, Interior, Construction and Building Materials. However, all research has not been used and explored as a source of the road map for the development of cultural tourism based on a sustainable tourism approach.

So, the study exploration of Tarung Village, West Sumba as a part of the road map for the development of cultural tourism based on sustainable tourism approach has novelty value. since has a locus and focus that has never existed.

3. METHODS

The research paradigm used is naturalistic with a qualitative research strategy (Groat and Wang, 2002) [16]. This research is divided into two stages. The first stage is an exploration study of the Architecture, social and cultural potential of Tarung Village. The second stage is the analysis of the identification of appropriate market segments and the carrying capacity of Tarung Village.

The method of data collection was carried out through a field survey, Questionnaire, forum group discussion (online) with stakeholder, and Literature Review. [17][18]

Location of Study is Tarung Village, Loli District, West Sumba Regency, East Nusa Tenggara Province, Indonesia.

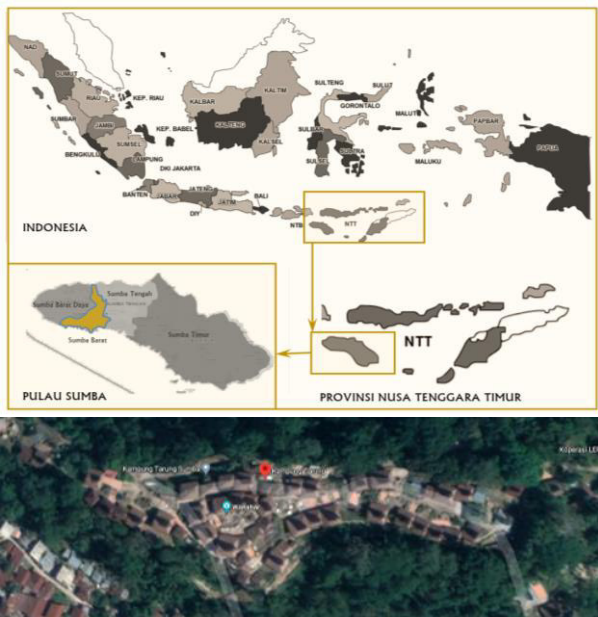


Figure 4 Location of Tarung Village [19]

4. RESULT AND DISCUSSION

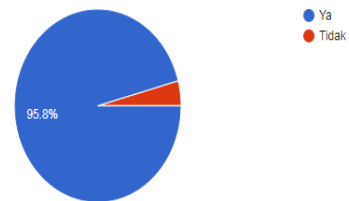
4.1. Exploration of Architectural Potention

The structure of the house and the architectural character of the building in Tarung Village are the most significant elements as part of the development of sustainable tourism. Based on the results of a questionnaire conducted on 50 respondents, almost all respondents (95.8%) stated that the buildings in Tarung Village characterize local architectural wisdom in Indonesia and have an attraction for visitors.

Architectural characteristics in the form of residential patterns of traditional houses that are in accordance with the natural character of Sumba Island and oriented towards *The Natar* in the middle of the settlement make the exploration of Tarung Village a limitless exploration (Figure 5).

Apakah bangunan di Kampung Tarung, Sumba Barat mencirikan kearifan lokal arsitektur Indonesia yang perlu dilestarikan?

48 responses



Apakah bangunan di Kampung Tarung, Sumba Barat memiliki daya tarik bagi wisatawan?

48 responses

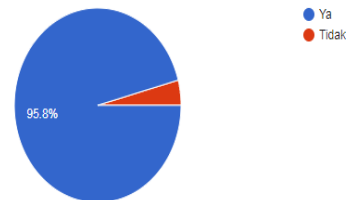


Figure 5 Respondents' Opinions about the Architectural Character of Tarung Village [20]

There are two types of houses, namely the Main House (*Tubba*) which has a role during the *Wollu Poddu* ceremony and the supporting house (*Ana Uma*). Even though *Tubba* has a role during the *Wollu Poddu* ceremony, in everyday life it is still used as a place to live with the daily activities of its inhabitants (Table 1).



Figure 6 Spatial Pattern of Tarung Village [21]

Table 1. The function of *Tubba* and *Ana Uma* in Tarung Village

<p>1. Uma Dara Uma Dara is Uma Wara's partner at the time of dancing (male-male, female-female) pair. Uma Dara also serves as a place to place traditional horses.</p>
<p>2. Uma Marapu Manu as a place to prepare offerings to ancestors during the Poddu ceremony.</p>
<p>3. Uma Rabba'delo Robba'delo is the companion of Rato Rumata Wara. The occupants of the house are in charge of holding the animal ropes that are sacrificed during traditional ceremonies. Uma Robba'delo is also a place to place custom machetes.</p>
<p>4. Uma Dieta The place for the person in charge of the dodo singer (singing a poem in the middle of the parona / <i>Natar</i>) during the Poddu ceremony.</p>

5. Uma Weekada

Wee Kadaa / Ledo Naba acts as a place to place horses for burial stones and as carriers of holy water.

6. Uma Mawinne

Uma Mawine, the uma of Weelowo's traditional leader, Rato Rumata, as the determinant of the arrival of the holy month. A place for women to sing during the traditional poddu ceremony in November.

7. Uma Rato

Uma Rato functions as Ina Ama and awaits the arrival of Uma Tuba and as a place for men to sing during Poddu ceremonies.

8. Uma Mediata

Uma Madiata, as a place to sing traditional songs. Uma Mediata is the place for the people who is in charge of conducting Question and Answer with Rato Uma Mawine during the Poddu Ceremony.

9. Uma Wara

as a place to place the traditional spear / Nobu Wara. During the Poddu Ceremony and as place for the person in charge of holding the spear while humming poetry about the history of the village in the traditional language.

10. Ana Uma Wara

as a storage area for traditional machetes

11. Ana Uma Dara

as the main house where the rituals are performed.

12. Ana Uma Rabba'delo

as a place to receive the first guests who bring wild boar.

Source: Solikhah, 2019 [21], Interview, 2020; Winandari, 2006 [15]
<https://kebudayaan.kemdikbud.go.id/bpcbbali/kampung-tarung-sumba/> [22]

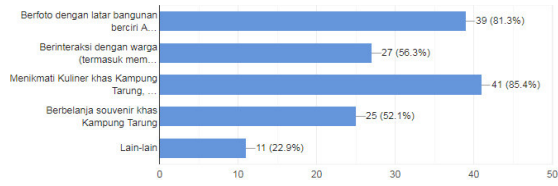
4.2. Exploration of Intangible Elements

The intangible elements, namely socio-cultural values and experiences that can be enjoyed with the community, are important points for creating interaction between the people of Tarung Village and tourists.

The integration between the architectural character and the daily activities of the community has proven to be attractive to people from outside Tarung Village. There are several daily activities of the people of Tarung Village, including the habit of eating betel nut (*sirih pinang*), enjoying coffee, weaving cloth, stringing roots into building structural bonds, weaving pandanus leaves, etc.

Jika Anda berkunjung ke Kampung Tarung, Sumba Barat aktivitas apa yang akan paling Anda minati? *bisa lebih dari satu jawaban

48 responses



Apakah bangunan dan aktivitas masyarakat di Kampung Tarung, Sumba Barat selaras dengan konsep sustainable tourism?

48 responses

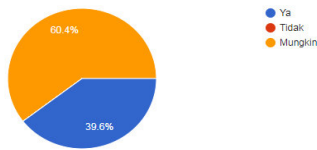


Figure 7 Tarung Village Community Activities as Socio-Cultural Potential [20]



Figure 8 Daily Life of Tarung Village's People [21]

Kampung Tarung has socio-cultural significance that is still adhered to by the people of Sumba, namely the *Marapu* belief which is manifested in everyday life. Other ceremonies carried out by the people of Traung Village are the *Wulla Poddu* ceremony (a sacred ceremony in November), a grave stone withdrawal ritual, a marriage ceremony, a death ceremony.



Figure 9 Traditional Ceremonies [23] [24]

4.3. Potential Market and Carrying Capacity

Based on the results of a survey conducted by the authors, it is recognized that the majority of visitors to Kampung Tarung are 20-45 years old and all of them are active users of social media.

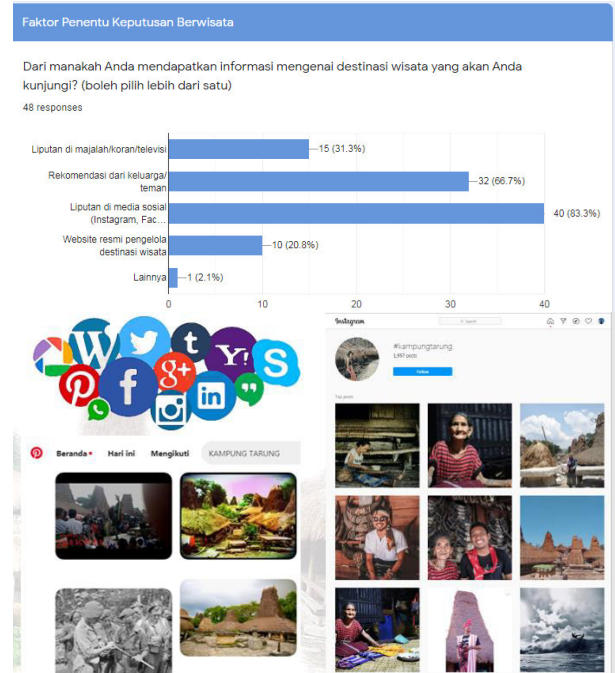


Figure 10 Information about Tarung Village on Social Media [20]

The application of digital marketing through social media is considered more effective and efficient in order to introduce Tarung Village to the world. Online promotion will certainly provide an opportunity for tourism destinations to be known.

Therefore, before being promoted on the official website of West Sumba Regency, the preparation of Tarung Village's potency using the concept of sustainable tourism approach must have been carefully formed by considering all aspects. This is important so that the information displayed on the official website of West Sumba Regency is in line with the marketing of sustainable tourism in Tarung Village.

Based on data held by Tarung Village, some of the most important segmentations of Tarung Village visitors are:

- Academic (Residency, Research), independently or in groups, usually stay overnight.
- Conventional, independent or group visits without overnight stays.

Residency visits usually occur during traditional ceremonies, such as *Wulla Poddu*, house building ceremonies, grave stone withdrawal ceremonies, wedding ceremonies.

5. CONCLUSION

Based on the results of the study, it is known that:

- a. The structure of the house and the architectural character of the building in Tarung Village are the most significant elements as part of the development of sustainable tourism. However, other intangible elements, namely socio-cultural values and experiences that can be enjoyed with the community, are important points for creating interaction between the people of Tarung Village and tourists.
- b. The mapping of market share segmentation and the offered experience becomes important as part of the road map for the preparation of the Sustainable Tourism Approach. So that green business can be implemented later as an indicator of sustainability-based business management.

Therefore, a further study is needed to be able to carry out steps in line with the Road Map for the development of Cultural Tourism, namely:

- a. The need for integrated destination planning and travel route agreement including the packaging of cultural narratives by involving the active role of the local community.
- b. It is necessary to search for information on traditional rituals and the possibility of packaging them into a tour package but without destroying the sacredness and authenticity of the Tarung village.
- c. The importance of human resource capacitation as actors.
- d. Integrated destination development and amenity readiness.
- e. Management management preparation.

This is important so that the information displayed on the official website of West Sumba Regency is in line with the marketing of sustainable tourism in Kampung Tarung.

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