

Tourism Communication through Mombowa Tumpe Ritual Culture as Local Wisdom in Batui District, Banggai Regency

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Tourism Communication through Mombowa Tumpe Ritual Culture as Local Wisdom in Batui District, Banggai Regency

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ABSTRACT

Today's technological developments make the flow of information flow quickly, capable of having an influence on various aspects of human life. One of the conveniences of communication is not breaking the boundaries of distance, space, and time. Humans, as social creatures, can communicate wherever they are through exchanging information, messages, or symbols, whether regarding knowledge, skills, expertise, or other information. Banggai Regency tourism development aims to focus on planning and re-implementing policies to encourage tourism development and provide benefits to the community. Therefore, tourism communication is important for the successful development of a tourist destination. Through communication, opportunities for the popularity of a tourist destination will open up to become more widely known by the wider community. This research aims to describe tourism communication through the mombowa tumpe ritual culture, explain community participation, and understand the tourism communication planning model in developing tourist destinations in Batui District, Banggai Regency. This study uses a qualitative method. Qualitative research produces data in the form of words or images, not numbers and statistics. The analysis and discussion in the research are based on tourism communication based on the local wisdom of Mombowa Tumpe ritual culture in developing tourist destinations as local wisdom in Banggai Regency. The research results show that tourism communication requires coordination in the decision-making process in developing Mombowa Tumpe tourism. Traditional leaders always ask for input from the surrounding community in implementing the Mombowa Tumpe ritual as an effort to develop local tourism in the Batui District area. Ritual culture can be implemented well where traditional stakeholders act as communicators in managing the Mombowa Tumpe ritual to increase tourists visiting Banggai Regency.

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1. INTRODUCTION

Today's technological developments make the flow of information flow quickly, capable of having an influence on various aspects of human life. One of them is the ease of communication without breaking the boundaries of distance, space, and time. Humans can communicate wherever they are, whether locally or from various parts of the world. This can be done with various kinds of information, through messages or symbols, whether related to knowledge, skills, expertise, or other information.

We can find out about events that are happening or taking place in other parts of the world at the same time through communication information. Tourism development aims to focus on planning and re-implementing policies to encourage the development of tourism resources to benefit the community and other stakeholders, including government, industry, society, and the visitors themselves. Therefore, tourism communication is important for the successful development of a tourist destination.

Tourism communication can be referred to as the exchange of messages and meanings carried out by traditional institutions with cultural managers and tourism awareness groups in marketing the Mombowa Tumpe cultural destination to tourists. The components that can explain tourism communication are communication, tourists, marketing, accessibility, capital owners, destinations, and traditional institutional human resources. Communication has a very important role in the tourism fields, both in terms of tourism components and elements. The world of tourism requires communication to communicate tourism marketing, accessibility, destinations, and traditional institutional resources to tourists, including forming tourism institutions. In a modern perspective, marketing components, destinations, accessibility, and the and the human resources of traditional institutions, as well as elements that form a unified tourism product as a destination, are packaged in a cultural destination brand. (Bungin 2019).

According to (Sitepu and Sabrin 2020) A good tourism communication strategy can increase tourist visits to a tourist attraction. This is because continuity between stakeholders can create effective personal selling, public relations, and advertising to increase tourist interest in visiting. Tourism communication is carried out to increase people's interest in traveling to Banggai Regency as a development of the Mombowa Tumpe cultural tourism destination.

Etymologically, ritual ceremonies can be divided into two words, namely ceremony and ritual. A ceremony is an activity carried out by a group of people and has stages that have been arranged according to the purpose of the event. Meanwhile, what is meant by

ritual is something related to spiritual beliefs or beliefs with a certain purpose. (Situmorang 2004) in (Atmaja 2023). So Situmorang can conclude that the meaning of a ritual ceremony is an activity carried out by a group of people related to spiritual beliefs with a certain purpose. (Situmorang 2004). According to Koentjaraningrat, the definition of a ritual ceremony is a system of activities or a series of actions regulated by custom or law that applies in society and is related to various kinds of events that usually occur in the society concerned. (Koentjaraningrat 2015).

The momboa tumpe ritual is an annual tradition carried out by the Batui indigenous people. This ritual is one of the first maleo bird egg delivery events in the Batui District, Banggai Regency, to Baggai Laut Regency. (Supandi and Gymnastics 2019). The maleo bird eggs were collected in approximately one hundred pieces and then taken to Peling Island, to the location of the Banggai Kingdom, as a sign of gratitude and a message given by the ancestors to the people in the Batui District area. (Falimu 2022). Mombowa tumpe is one of the names of traditional ritual ceremonies in Batui District, Banggai Regency. Mombowa tumpe is celebrated every year in the context of delivering maleo bird eggs, which will be presented to the king of Banggai for consumption as a mandate from the king to his family in the Batui District area. Thus, the meaning of the mombowa tumpe ceremony is the delivery of maleo bird eggs as a symbol of kinship. The mombowa tumpe ceremony is a ceremony of thanksgiving for all the harvest of maleo bird eggs given by God Almighty and the ancestors. (Falimu, Lamadang 2023).

To develop the mombowa tumpe ritual as local wisdom in the Batui District area, it can become a special attraction to attract tourists. According to Witular, local wisdom in Banggai Regency is "positive human behavior in relation to nature and the surrounding environment, which originates from religious values and local customs that have developed into the culture of the area." (Bakti et al. 2018). Therefore, according to (Hadi 2015), "Thanks to local wisdom, they can continue their lives and can even develop sustainably." (Bakti et al. 2018).

This local wisdom is a tourist attraction that has great potential to be developed in order to fulfill the desires of tourists in traveling spiritually, because based on the results of her research, Maharani revealed that basically "the motives of cultural travelers and religious travelers are seeking tranquility, pleasure, interest in history, and to gather together. with family." (Maharani 2014).

The tourism communication strategy is implemented by the village government and the community and is carried out through public relations, advertising, and direct

marketing carried out by promoting directly to tourists. Marketing is carried out through face-to-face activities to interact directly with the public. This strategy can attract travel interest, and advertising is an activity to promote services through interesting ideas in tourism promotions, which always involve external parties in the form of mass media and sponsors. The communication used is promoting and socializing tourist destinations to the general public, as well as collaborating with community organizations and universities to socialize tourist destinations to local communities and people outside the village through their local wisdom. (Karinda and Falimu 2022).

In the Momboa Tumpe tradition, there are individuals from various parties who carry out many forms of communication. Communication is a basic human activity; by communicating, a relationship is created because ²⁵ humans are social creatures who cannot live alone but need each other. The process of connecting individuals with one another can be done by communicating. (Falimu 2022). From tourism communication, the meaning of the Momboa Tumpe ritual can be conveyed through the process of exchanging symbolic systems and human behavior that limits their ability to carry out their functions as a traditional group. This can be conveyed through communicators, communicants, or the surrounding environment.

¹⁹ Based on this background, the purpose of this article is to explain tourism communication through the Mombowa Tumpe ritual culture in developing tourist destinations, as well as explain the forms of community participation in developing Mombowa Tumpe tourist destinations and understand tourism communication in Batui District, Banggai Regency.

2. RESEARCH METHODS (11 PT)

This research uses qualitative methods, where qualitative research does not use the concept of population, but according to Spradley in (Sugiyono 2014) calls it a condition that includes three factors, namely the actor, place, and activity. In the research object or social situation, the researcher closely observes the activities of people in certain places. (Sugiyono 2014).

⁸ Qualitative research is essentially research that aims to understand phenomena about what is experienced by research subjects, for example, behavior, perceptions, motivations, actions, etc., holistically and by means of descriptions in the form of words and language in a context, specifically natural ones, and by utilizing various natural methods. (Moleong 2019).

¹² According to Denzin and Lincoln in (Moleong 2019) explained that qualitative research is research that uses a natural setting with the aim of interpreting phenomena that occur and is carried out by involving various existing methods. With its various distinctive characteristics, qualitative research has its own uniqueness, making it different from quantitative research. Thus, qualitative research is not only an effort to describe data, but the description is the result of valid data collection required by qualitative research, namely in-depth interviews, participant observation, document study, and carrying out triangulation. (Moleong 2019).

⁵ Meanwhile, according to Deddy Mulyana in his book *Qualitative Research Methodology*, "qualitative research methods in the sense of qualitative research do not rely on evidence based on mathematical logic, numerical principles, or statistical methods. Qualitative research aims to preserve the form and content of human behavior and analyze its qualities, rather than converting it into quantitative entities. (Mulyana 2007).

Research subjects can be defined as people, objects, or things that are related to the data on research variables and who are candidates. The research object has an important and strategic role because it contains data about the variables that will be observed by the researcher. (Arikunto 2010). An explanation of the research subject must be carried out so that the research does not expand and focuses on the objectives. An informant is a research subject or respondent in qualitative research, namely someone who provides information about the information the researcher wants to know in connection with the research being conducted.

This type of research will also implement steps for collecting data or information that supports research results by means of interviews, observation, and documentation. (Bungin 2010). Through interviews, information or data will be obtained from questions and answers between researchers and respondents. Using unstructured interview techniques, an interview guide will be created for this research, which will be used as a reference, but this guide is not binding on the informant's answers.

Informants have the freedom to answer questions based on their personal opinions and experiences. Unstructured observation data collection techniques or non-participant observation are used as observation techniques in this research. Observations are carried out to develop new knowledge independently, but do not deviate from the research objectives. Researchers conduct qualitative descriptive research because they consider this approach to be clearer and more detailed in ascertaining reality and facts.

Gather detailed, actual information that describes existing symptoms, identifies problems or examines prevailing conditions and practices, makes comparisons or evaluations, determines what other people have done in facing the same problem, and learns from their experiences to make plans and decisions at the right time. will date.

The object of research is the scientific aim of obtaining information, whose aim is to use several things that are objective, reliable, and valid about several variables. (Sugiono 2014). Informants are people or individuals who provide knowledge and information about the entire research. Informants are identified through targeted on-site checks. Purpose sampling will be applied for this study as a technique for determining informants. Purposive sampling is a method for collecting data or information with several aspects; something or someone is used as a respondent who helps provide information that supports research; something or someone has the information needed for research.

According to (Pane, DN, Fikri, M. EL, & Ritonga 2018), Data analysis is the process of systematically taking and compiling data received through interviews, observations, and documents, breaking it down into units, synthesizing it, arranging it into patterns, and selecting what is important and what is not important. will be researched and conclusions drawn so that it is easy to understand.

Data analysis in qualitative descriptive research is carried out before, during, and after completion in the field. Miles and Huberman stated in (Sugiyono 2013) that data analysis in qualitative descriptive research is carried out during the data collection process and after data collection is complete within a certain period of time.

According to (Ary et al. 2010) Qualitative research produces data in the form of words or images rather than numbers and statistics. The analysis and discussion in the research are based on local wisdom-based tourism communication. The choice of this method was made based on the consideration that this data could be understood as unity and could maintain the integrity of the research object. Based on this information, the unit of analysis in this research is tourism communication through the mombowa tumpe ritual culture in developing tourist destinations in Banggai Regency.

3. RESULTS AND DISCUSSION

Tourism communication can be referred to as the exchange of messages and meanings carried out by institutions with managers, capital owners, and tourism awareness groups in marketing destinations to tourists. (Bungin 2019). Meanwhile, Lasswell (Rohim 2009) explains the elements of communication, namely, "Who says what in which channel

to whom with what effect?". To know communication, someone must answer the question. Lasswell's words then developed to be associated with elements of communication, namely the source, often also called the sender; the message, namely what is communicated by the source to the recipient; the channel or media, namely the tool or vehicle used by the source to convey the message to the recipient; the recipient (receiver) is often also referred to as the target or goal (destination); and the effect is what happens to the recipient after he receives the message.

A. Tourism communication through messages in Mombowa Tumpe ritual culture

Tourism communication can be referred to as the exchange of messages and meanings carried out by institutions with managers, capital owners, and tourism awareness groups in marketing destinations to tourists. Tourism communication includes communication, tourists, marketing, accessibility, capital owners, destinations, and institutions. Communication has a very important role in the tourism sector, from the tourism aspect. The world of tourism requires communication to communicate tourism marketing, accessibility, destinations, and all stakeholders. In a modern perspective, marketing components, destinations, accessibility, tourism, and existing elements form a unified tourism product in a destination that is packaged under a destination brand. (Bungin 2015).

Mombowa Tumpe Cultural Tourism Destination is developed through tourism communications through promotional media such as social media and managed by the relevant tourism department in developing Mombowa Tumpe Culture as a tourist destination to become one of the tourist attractions located in Batui District, Banggai Regency. According to Sitepu (2020), a good tourism communication strategy can increase tourist visits to a tourist attraction. This is because continuity between stakeholders can create effective personal selling, public relations, and advertising to increase tourist interest in visiting. Tourism communication through messages conveyed in the implementation of the tumpe ritual culture is used as a cultural tourism destination in Banggai Regency.

B. Tourism communication model through mombowa tumpe ceremonial culture

The cultural communication model in the Mombowa Tumpe ritual was carried out with the aim of facilitating a realistic understanding of the communication phenomena being studied. As (Deddy and Rakhmat 2000). The mombowa tumpe ritual ceremony communication model as a communication medium in the development of regional tourism in Banggai Regency, which is often carried out as a form of trust given by the king to his family and to the ancestors by using maleo bird eggs as a communication

medium, cannot be separated from good communication symbols that use symbols, verbal and nonverbal.

The message conveyed to the audience verbally and non-verbally can be in the form of words conveyed by traditional leaders as communicators in the Mombowa Tumpe cultural ritual, which has local wisdom meaning. This is reinforced by the statement by the informant of the traditional authority as the organizer of the Mombowa Tumpe ritual when interviewed: "Traditional leaders always share the activities carried out during the implementation of the Mombowa Tumpe cultural rituals that are taking place." The mombowa tumpe cultural ritual in Batui District basically has its own message. The maleo egg sent to the king shows the number of royal families in the Batui District area, accompanied by the surrounding community and the public, as conveyed by the traditional informant.

C. Tourism communication through tourism marketing

In its definition, marketing communications is a two-way exchange of information between parties or institutions involved in marketing. All parties involved in the marketing communications process do the same thing, namely listen, react, and talk until a satisfactory exchange relationship is created. Information exchange, persuasive explanations, and negotiation are all part of the process. (Asmajasari 1997).

The role of marketing communications in a marketer's efforts to promote their products is very important. Without marketing communications, consumers and society as a whole cannot know about the existence of products on the market. Determining who is the target of communication will greatly determine the success of communication. By determining the right targets, the communication process will run effectively and efficiently. (Sutisna 2002).

Apart from providing information, communication also has an effect on the communicator's ability to act in accordance with what is expected of them. Marketing begins by communicating information related to the tumpe ritual culture as a target prospect to the right consumers. Marketing communication is a combination of two studies, namely communication and marketing. Marketing communications is a strategic process for selecting, developing, implementing, evaluating, and coordinating with all organizational stakeholders for a certain period of time. (Kushwaha et al. 2020). For an organization or traditional figure, communication is used appropriately to convey messages to tourists related to the implementation of the mombowa tumpe ritual to be promoted. The communication used is marketing communication. This communication

has an important role in the development process and building awareness of a tourism product. (Wardaya 2016).

In connection with marketing communication issues, it is also necessary to define modern forms such as creative, emotional, innovative, and integrated communication. This means that effectiveness is an intellectual effort as well as an attitude based on that effort, which must always be measured to guarantee commercial success. On the other hand, effectiveness is related to the ability of traditional leaders to design a marketing model for the Mombowa Tumpe ritual through the exchange of information, one of which is through communication. (Krizanova et al. 2019). Promotion strategy is a concept that is close to communication science. In promotion, there are various forms of communication studied in communication science, such as advertising, publicity, word-of-mouth communication, personal selling, and direct marketing. (Amin and Priansah 2019).

Tourism communication through tourism marketing is carried out by promoting the Mombowa Tumpe ritual culture to the wider public. Marketing communications are carried out to build public awareness by promoting the implementation of the Mombowa Tumpe ritual as a local tourist destination internationally.

4. CONCLUSION

Based on the research results and discussions previously presented in this research, the research conclusions regarding tourism communication through the Mombowa Tumpe ritual culture are as follows:

Tourism communication requires coordination in the communication process and decision-making in developing Mombowa Tumpe tourism. Traditional leaders always ask for input from the surrounding community in implementing the Mombowa Tumpe ritual as an effort to develop tourism in the Batui District area so that this ritual can be implemented well. Traditional leaders act as communicators in managing the Mombowa Tumpe ritual and the surrounding community. The message conveyed through the tumpe ritual culture is still not clearly directed because the local wisdom-based tourism development plan is still in the development process stage, as concrete evidence of program implementation that has been carried out through messages to the public is still carried out using conventional local mass media such as brochures and posters. Meanwhile, at the community level, local wisdom-based tourism has been developed, as can be seen from the efforts of community groups, such as carrying out an annual cultural ritual called mombowa tumpe. The media used to convey tourism messages based on local

wisdom by managers and the community are social media, in this case Facebook and Group WhatsApp. Only for social media do they still use the media of each individual manager and community; there is no official media from the Tumpe tourism site.

The audience we want to reach is all potential tourists who will visit the Mombowa Tumpe ritual tourism area. The expected effect is that the public will know about tourist destinations in the Banggai Regency area so that they can later visit and have an impact on managers, the community, and the Tourism Department. This research is related to tourism communication in tourism development, which needs to be restructured so that it focuses more on managing tourism in Banggai Regency through the media. Strategies for conveying messages to the public need to be developed as an important concern compared to tourist destinations in Banggai Regency.

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