

The Role Analysis of Riang Tanah Tiwa Cultural Center in Developing Cultural Tourism Attractions in Liang Ndara Tourism Village, West Manggarai Regency, East Nusa Tenggara

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Abstract: West Manggarai Regency is one of the tourist destinations that offers a variety of cultural tourism attractions. These cultural tourism attractions are managed by the local community by forming a cultural studio. One of the studios that plays a very important role in the development of cultural tourism attractions is Riang Tanah Tiwa cultural studio which is located in the tourist village of Liang Ndara, West Manggarai Regency, NTT. This study aims to determine the role of Riang Tanah Tiwa cultural studio in developing cultural tourism attractions in the tourist village of Liang Ndara, to identify the supporting and inhibiting factors faced by Riang Tanah studio in developing cultural tourism attractions and to find out the efforts made by Riang Tanah studio in developing attractions. cultural tourism in the tourist village of Liang Ndara. The main theory used in this research is role theory which functions to move the organization towards its goals, unite groups or communities, turn on the control system so that it can preserve people's lives. Meanwhile, the research method used in this study is a qualitative research method with data collection techniques through observation and in-depth interviews with several key informants. Qualitative data analysis shows that the role of Riang Tanah Tiwa studio in developing cultural attractions is as a developer, facilitator and motivator. Supporting factors in the development of cultural attractions in the tourist village of Liang Ndara are unique cultural tourism attractions, active participation from local communities and support from the private sector. The inhibiting factors in the development of tourist attractions in the tourist village of Liang Ndara are the inadequate availability of amenities and accessibility, the low quality of human resources, the development of cultural tourism attractions that are not optimal, and the lack of support from the government. The efforts that have been made by Riang Tanah Tiwa cultural studio are collaborating with the government and the private sector to improve the quality of human resources and optimizing the development of cultural tourism attractions. The conclusion of this research is that the role of Riang Tanah Tiwa cultural studio is very large in an effort to develop cultural tourism attractions in the tourist village of Liang Ndara, West Manggarai Regency, NTT. The role of the studio is a form of active participation of local communities to promote tourism villages, although the government support is still limited.

Keywords: culture tour; riang tanah tiwa cultural center; role

RESEARCH BACKGROUND

Tourist attractions in this era of globalization are experiencing fairly rapid growth, this can be seen from the various types of tourist attractions developed to attract tourists. One of the tourist attractions that has been widely developed is cultural tourism attractions. The development of cultural tourism attractions, of course, is very different from the development of other tourist attractions, because cultural tourism attractions must consider various important aspects so that the value of a culture is not tarnished due to tourism needs. Making culture a tourist attraction has considerable benefits, namely culture will be preserved, provide job opportunities for the community and increase community creativity so that the community's economy becomes prosperous.

If culture is not used as a tourist attraction, the culture can become extinct. Why did culture become extinct? The strongest reason is the low interest of the younger generation to involve themselves in every cultural activity so that the culture cannot be passed on to the next generation. The development of cultural tourism attractions in the midst of local communities is a big enough opportunity to pass this culture on to the younger generation. So that there is a need for the role of the community as the owner of culture.

People who are interested in developing cultural tourism attractions will be gathered by a group called a cultural studio. A cultural studio will offer various types of cultural tourism attractions and cannot move alone in developing cultural tourism attractions, therefore there is a need for cooperation with other parties so that cultural tourism attraction activities do not affect the value of a culture and do not conflict with the prevailing norms in the area. . The role of a cultural studio is very large in preserving and developing culture into a tourist attraction. One area that makes culture a tourist attraction is West Manggarai Regency. The cultural tourism attractions offered are quite diverse, such as the traditional dances of the Manggarai Tribe, local crafts, and the way of life of the Manggarai people. Cultural tourism attractions in West Manggarai Regency are managed by the local community cultural studio. The diversity of cultural tourism attractions offered by cultural studios is one of the factors supporting the increasing level of tourist visits every year. The following is data on tourist visits in West Manggarai Regency in the last five years.

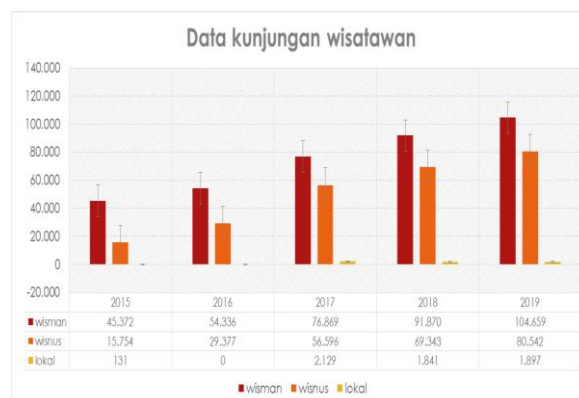


Figure 1. Data of West Manggarai Regency Tourist Visit

Based on the data of tourist visits above, it can be concluded that the cultural tourism attractions offered by the cultural studios are able to attract tourists to know about the culture and customs in West Manggarai Regency. One of the most active villages in offering cultural tourism attractions to tourists is the Liang Ndara Tourism Village, with the manager of cultural tourism

attractions, namely the cultural studio. In 2021 the Liang Ndara Tourism Village is designated as one of the Sustainable Tourism Villages, this determination is certainly inseparable from the 4 roles of cultural studios in Liang Ndara Tourism Village in managing and developing cultural tourism attractions.

Liang Ndara Tourism Village has six cultural studios consisting of four cultural studios belonging to local communities and two belonging to educational institutions in Liang Ndara Tourism Village. These six cultural studios have the same focus, namely offering cultural tourism attractions to tourists, but one of the cultural studios that is very active in developing cultural tourism attractions is the Riang Tanah Cultural Center. The activity of this studio can be seen from the variety of cultural tourism attractions developed to attract tourist.

This Fun Tanah Tiwa Cultural Center has been around for eleven years and has the initial purpose of being formed, namely to preserve the culture of the Manggarai people, then develop more widely by packaging the culture into a tourist attraction when tourists start arriving to the Liang Ndara Tourism Village. The Cultural Studio has a fairly high level of tourist visits, especially foreign tourists from year to year, this can be seen from the data on tourist visits to the Tanah Tiwa Cultural Center.

LITERATURE REVIEW

1. The Role of Cultural Studio

1.1. Role

According to Narwoko and Bagong (2011: 160) the role can guide a person in behavior, because the functions of the role itself are as follows:

- a) **Giving direction to the socialization process**
- b) **Inheritance of traditions, beliefs, values, norms and knowledge**
- c) **Can unite groups or communities**
- d) **Turn on the control and control system, so that it can preserve people's lives.**

According to Sihombing in Pratiwi (2020: 4) that the role of the organization is carried out by members in order to organize and strengthen community-based implementation, namely:

a) **As a Developer**

Trying to improve organizational effectiveness is carried out by supporting the activities of other organizations and involving people who have potential in organizational activities.

b) **As a Facilitator**

That is to guide an open, inclusive and fair process so that everyone participates in a balanced way and builds a comfortable situation for the organization.

c) **As a facilitator**

The organization clarifies the goals to be achieved, arouses the interest of members, creates a pleasant atmosphere, praises the success of members and as a partner is a means that plays a role in fostering and developing the potential of organizations that work together with other organizations and the community in an effort to realize goals.

1.2. Studio

According to Rusliana in Hadie (2015: 8) the studio is a forum for activities to help, support success and mastery in the fields of knowledge and skills.

2. The Development of Cultural Tourism Attraction

Based on the Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism, it is stated that a tourist attraction is anything that has uniqueness, beauty and value in the form of a diversity of natural, cultural and man-made wealth which is a means or purpose of tourist visits. According to Maryani in Kirom (2016: 357) a tourist attraction must meet the requirements to develop the area including:

- a) **What to see is that it has different tourist attractions from those of other regions**
- b) **What to do is to have recreational facilities that can make tourists feel at home for a long time in that place**
- c) **What to buy is having facilities for shopping, especially souvenirs and handicrafts as souvenirs to take to their place of origin.**
- d) **What to arrive is the availability of vehicles that will be used by tourists**
- e) **What to stay is the availability of accommodation needed by tourists.**

RESEARCH METHOD

The research method used is descriptive qualitative by describing, summarizing and explaining the data obtained. This research was conducted at Tanah Tiwa Cultural Center from June 2021 to September 2021. The data collection techniques used were observation, interviews, documentation and literature study. The informants in this study were the chairman of the Riang Tanah Tiwa Cultural Center, the head of the Liang Ndara Tourism Village, Pokdarwis, and the Government of the Tourism and Culture Office of West Manggarai Regency. This study uses data analysis methods with steps such as: (1) data reduction (collecting data that is considered important); (2) data presentation (results from data obtained from interviews, observations, documentation and library studies will be presented in the form of writing, pictures, tables and attachments); (3) Conclusion Drawing (comparing the suitability between the problem formulation and the data obtained in the field).

RESULT AND DISCUSSION

The Overview of Riang Tanah Tiwa Cultural Center

Riang Tanah Tiwa Cultural Studio was formed in 2011 but was formally inaugurated in 2014. Riang Tanah Tiwa has the meaning of preserving ancestral heritage and *taki* land, namely protecting God's creation, so that Riang Tanah Tiwa cultural studio was formed because of concern for the preservation of the culture of the Manggarai Tribe. from traditions, rituals, and beliefs in noble values that must be lived in people's lives, especially to the younger generation with the aim of preserving the culture, customs, and language of Manggarai (Kempo language). This studio is a community cultural studio that is engaged in tourism.

Riang Tanah Tiwa Cultural Center is located in Cecer Village, Liang Ndara Tourism Village, Mbeliling District, West Manggarai Regency.

Cultural Tourism Attractions contained in this studio are traditional ceremonies, traditional dances, local people's living habits, culinary arts, and handicrafts. The amenities available at Riang Tanah Tiwa Cultural Center are homestay, cultural house, canteen, public toilets and hand washing areas.

1. The Role of Riang Tanah Tiwa Cultural Center in Developing Cultural Tourism Attractions in Liang Ndara Tourism Village

a) The Role of Cultural Preservation

Culture that is used as a tourist attraction cannot be separated from the role of the local community as the owner of culture. Riang Tanah Tiwa Cultural Center was formed to preserve culture. The role of cultural preservation is carried out by exploring the elements of Manggarai culture, involving the younger generation to be actively involved in cultural studio activities, then packaging them into cultural tourism attractions. This can indirectly provide education and cultural regeneration and have an impact on the economy of the local community.

b) Role As Developer

The role as a developer means that Riang Tanah Tiwa Cultural Studio has played a role in increasing the beauty, uniqueness and diversity of cultural tourism attractions, adding amenities, accessibility and increasing human resources involved in activities organized by Riang Tanah Tiwa Cultural Center.

Role as a developer of cultural tourism attractions

The development of cultural tourism attractions is carried out in the form of activities carried out from the initial stage of forming a cultural studio then packaging the culture into cultural tourism attractions such as traditional ceremonies, traditional dances, living habits, souvenirs and culinary delights. Cultural tourism attractions that are developed are able to attract tourists, this can be seen from the level of tourist visits every year. The COVID-19 pandemic has not hampered the activities of Riang Tanah Tiwa Cultural Center in developing cultural tourism attractions. New tourist attractions developed in 2020 are herbal packages and underground foraging packages. Cultural tourism attractions offered by Riang Tanah Tiwa Cultural Center provide experiences and education related to the culture of the Manggarai Tribe for tourists who come to Riang Tanah Tiwa Fun Cultural Center.

Role as accessibility developer

Riang Tanah Tiwa Cultural Center plays a role in developing accessibility, the activities carried out are making an entrance to the cultural house, walking paths for garden tours and repairing damaged village roads.



Figur 2 Construction of road to cultural houses and repairing of damaged roads

The Role as amenity developer

In the beginning, Riang Tanah Tiwa Cultural Studio only performed in the courtyard of the head of the studio, then after many tourists visited, the studio started to build homestays, canteens, toilet culture houses and hand washing facilities. In 2021, Riang Tanah Tiwa Cultural Center is constructing a building which is planned to be used as a homestay and café.



Figure 3. Café and Homestay Building

Role as human resource developer

Communities who are members of the studio will be given training and skills such as dance training, playing musical instruments, English language training, involving members of the studio for activities organized by the government and private parties.

As stated by the head of the studio, Mr. Kristoforus Nison:

"To improve the ability of the studio members in developing cultural tourism attractions, we conduct various trainings such as dance training, playing traditional musical instruments. In addition, we also work with the Elbajo Commodus Labuan Bajo Polytechnic Campus for English language training and involve studio members to participate in training organized by government and private parties. Such as tourism destination management training organized by the Tourism and Culture Office of West Manggarai Regency, increasing promotion of tourist destinations organized by the Tourism Authority Agency. (Interview Results on 5 June 2021).

c) Facilitator's Role

The role of the Riang Tanah Tiwa Cultural Center as a facilitator is to facilitate every activity in developing cultural tourism attractions in the Liang Ndara Tourism Village and to facilitate people who want to join the Riang Tanah Tiwa cultural studio. Riang Tanah Tiwa Cultural Center has become a facilitator both in terms of education and from an economic perspective. Communities and students who join this studio will gain knowledge about culture and also increase the economic income of the community. Riang Tanah Tiwa Cultural Studio facilitates every activity organized by the studio, starting from the attributes of the stage, musical instruments and stage clothes to getting wages from the studio. This becomes an attraction for the wider community to deepen knowledge about their culture and earn additional income. In addition, the cultural studio also facilitates a place to sell for local people who want to sell handicrafts to tourists.

d) Role as Motivator

The role as a motivator, namely Riang Tanah Tiwa Cultural Studio, influences the interest of the community or group to join in developing cultural tourism attractions in the Liang Ndara Tourism Village. The success of Riang Tanah Tiwa Cultural Center in developing tourist attractions from year to year has made the surrounding community aware of the tourism business. At first there were only fifteen movers then seeing the success of the early movers of this cultural studio made other people join in so that the members

still now there are thirty-five people. In addition, Riang Tanah Tiwa Cultural Center has motivated many parties to be actively involved in providing

assistance to Riang Tanah Tiwa Cultural Center to develop cultural tourism attractions. The parties that assist Riang Tanah Tiwa Cultural Center in developing cultural tourism attractions are PT Telkom, the Village Government, the Indonesian Bird NGO, PNMP Tourism, and BUMN. The assistance provided by these parties is not only for the needs of the studio but also



for meeting the needs of the people of Kampung Cecer where the studio is located.

Figure 5. Giving Assistance from PT Telkom Indonesia to the Cultural Studios

2. Factors Supporting and Inhibiting the Development of Cultural Tourism Attractions

Supporting factors

- a) The cultural tourism attractions offered have special characteristics.
Cultural tourism attractions offered by Riang Tanah Tiwa Cultural Center have special characteristics that make this studio different from other cultural studios. Tourists who visit this studio will certainly get a lot of experience and more knowledge about Manggarai culture.
- b) The level of service provided is very good
- c) The location of Riang Tanah Tiwa Cultural Center is very strategic
- d) There are parties who help support studio activities, such as the private sector, academics, government.
- e) Provide opportunities for the surrounding community to be involved in activities organized by Riang Tanah Tiwa Cultural Center. Riang Tanah Tiwa Cultural Studio provides an opportunity for the wider community to join in the activities of the studio. This supports the image of the studio because it is able to have a positive influence on the economy and education for the wider community.

Obstacle Factor

The inhibiting factors that affect the Tanah Tiwa Cultural Center in developing cultural tourism attractions in the Liang Ndara Tourism Village. The inhibiting factors are:

a) Tourist attractions have not been developed optimally.

This is because there are still many cultural potentials that have not been developed into tourist attractions

b) Human Resource skills are still low

Human resources skills, especially in terms of providing attributes or souvenirs because some are still being purchased from outside parties. Their profit is actually very high if they are able to provide everything independently. In addition, mastery of foreign languages is also still lacking.

c) Promotion system is still not maximized,

d) There is no monitoring from the Department of Tourism and Culture of the Cultural Studio.

e) There is no traditional house and public stage

3. Efforts to Develop Cultural Tourism Attractions

To produce maximum cultural tourism attraction products, it is necessary to make efforts, both by the studio and the government, which have an obligation to support community activities. As for the efforts that can be made to develop cultural tourism attractions in Liang Ndara Tourism Village are as follows.

a) Improving the Quality of Cultural Tourism Attractions

Efforts made by the studio to develop tourist attractions are adding tour packages. This is based on the statement of Mr. Christopher Nison:

“We found a new product for the underground foraging package and this herbal package as part of our efforts to continuously explore the potential of culture to become a tourist attraction. This package has been promoted by the marketing division through Traveloka as well. This package will be promoted in 2020. Our future plan is to add a cultural house and also make a camping package in the garden” (Interview 05 June 2021). From this statement, this effort is considered very good because tourists will feel how the life of the Manggarai people in ancient times lived in the garden, so that the closeness between tourists and cultural owners became closer and even became family.

b) Improving the Quality of Resources,

Riang Tanah Tiwa Cultural Studio will continue to be active and involve members of the studio in various trainings that will be held by the government and the private sector.

c) Maintaining Loyalty with Stakeholders

CONCLUSION

Riang Tanah Tiwa Cultural Studio is a studio that is engaged in culture and tourism. This studio develops cultural attractions and plays a role in preserving culture. This cultural preservation aims to provide education and cultural regeneration by involving the younger generation in every activity carried out by this cultural studio. Riang Tanah Tiwa Cultural Center has made cultural tourism attractions in Liang Ndara Tourism Village developed.

The purpose of developing tourist attractions is to improve the quality of tourist attractions in order to attract tourists and increase tourist loyalty.

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