

Redesigning Tourism Potential in Supporting Local Food Culture Festivals in Papua Region

Fitriani¹, Ransta L Lekatompessy², Alexander P Tjilen³

Abstract

The Papua region is famous for its natural beauty, art and culture. This wealth is a very good potential to be encouraged and developed to improve the welfare of the local community and local revenue. The government has so far tried to map and allocate funds for tourism needs in Papua, but there has been no significant increase in this sector. even the community feels that they do not have programs made by the government. This study aims to redesign the tourism potential analysis model in the Papua region. This research is qualitative, while to compile recommendations using the Asoca analysis method (ability, strength, opportunity, culture, intelligence) related to the tourism potential analysis mechanism model in encouraging proper cultural festival management in the Papua region. This study found that there are 19 strategic steps that can be taken, and redesigning the thinking and potential of local food tourism if it will be carried out in the Papua region is to provide a large space for the community not only to be involved but also to plan, implement and determine what potential the village has so that it can be realized into a festival, and evaluate it. Meanwhile, the position of the government is as a driver and companion for the village community. other driving elements are related agencies, universities, stakeholders (sponsors), media, communities, and security forces.

Keywords: *Tourism, Potential, Culture, Festival, Papua.*

Introduction

The Papua region is a region that has natural and cultural arts potential, one of the potentials is the natural potential in the form of local food, namely sago (Fitriani, 2022). The government through related agencies has budgeted and implemented programs and policies to support the popularity of this local sago food (Fitriani, 2023), but until now there has been no major impact on the people and regions of Papua, even though of the total 1.4 million hectares of sago forest in Indonesia in the Papua region there is a sago forest of 1.20 million hectares (Stepanus, 2022). Currently, only a few villages in Papua have succeeded in making their villages into traditional villages that have sago tourism potential, such as Yoboi Village in Sentani (Ivanna, 2024). Where they succeed every year in holding a local food festival of sago worms from sago trees (Mansoor et al., 2022). The success of this village can make it a model village for other villages.



Figure 1. Sago Worm Harvest in Yoboi Sentani Village

¹ Departement Of Public Administration, Universitas Musamus, Indonesia, Email: fitriani310878@gmail.com, (Corresponding Author)

² Departement Of Public Administration, Universitas Musamus, Indonesia.

³ Departement Of Public Administration, Universitas Musamus, Indonesia



Figure 2. Opening of the Sago Worm Festival in Yoboi Sentani Village



Figure 3. Sago Worms Harvested



Figure 4. Innovation of Sago-Based Snacks



Figure 5. Utilization of Sago Palm Stems and Pulp as Planting Media and Natural Fertilizer

In addition to Yoboi Village, there are also several places that carry out programs in the form of sago festivals such as the Sago Festival in Kwadeware Village, Waibu District, Jayapura Regency, Colo Sago Festival in Sentani, Kombay Sago Worm Festival in Uni Village, Bomakia District, Boven Digoel Regency, Sago Festival in Asmat Regency, Sago Festival in Keerom, Sago and Grime Festival in Rheapang Muaib Village, Nimbokrang District, Jayapura Regency, Tokok Sago Festival in Skouw Yambe, Muara Tami District, Jayapura City, Sago Day Festival in Sopen Village, West Biak District, Biak Numfor Regency, and

many other festivals, it's just that these festivals are not held every year, unlike the Sago Worm Festival held in Yoboi Sentani Village. The government feels that it has been optimal by providing sufficient budget to support these festivals, but the community feels that it is not optimal and even community participation is still relatively low, so that it only has a very small impact. This is certainly very regrettable because every year the number of tourists visiting the Papua region always increases, although not significantly (BPS, 2024), but this moment should be utilized as much as possible by the government and the community in the Papua region. Based on the conditions above, the researcher wants to find the core of the problem that occurs so that the program in the form of festivals that are carried out is less successful.

Methodology

This research is a qualitative research using survey method to obtain facts, data and seek factual information and try to describe the symptoms of the practices being carried out. Data collection techniques are carried out by sharing knowledge with the Jayapura Regency Government in this case the Tourism and Culture Office, and by survey in the form of direct survey to Yoboi Village during the Sago Worm Festival, while conducting interviews with figures and the community of Yoboi Village. After the data is collected, the data is analyzed using Asoca analysis (ability, strength, opportunity, culture, intelligence) to find recommendations for models and strategies that are appropriate to use to support tourism potential through local food culture festivals in the Papua region (Suradinata, 2013).

Findings and Discussion

In 2023, we conducted a similar study and found that the main obstacle in implementing the festival in Papua was the inadequate planning process. where (1) there has been no analysis of the potential of the area that will be the main promotion of the festival, (2) there has been insufficient involvement of interested elements, especially the local community, traditional leaders, religious leaders, community leaders, central government, provincial government, local government, security forces, Indonesian society, stakeholders and online/offline mass media so that synergy has not been established, (3) there is no commitment from all elements, especially the government in this case the Papua region is still the main sponsor of the festival, (4) there is no definite schedule or determination of which festivals are in accordance with the existing local potential (Fitriani, 2024). This study was continued by the same team by delving deeper into the findings of the previous study in order to encourage proper management of local food festivals in the Papua region. This study uses 4 indicators, namely planning, pre-event implementation, event implementation, and evaluation. From the results of interviews and discussions with key informants, namely the Tourism and Culture Office, indigenous peoples, youth leaders and academics, the following are:

Planning

The planning of the festival that is carried out must start from an analysis of tourism potential (Saputra, 2021) in the Papua region, in general, the potential analysis is directly carried out by the government by involving the community. However, based on the results of discussions and interviews with the Jayapura Regency Tourism and Culture Office which has successfully held festivals in its area, it was stated that the potential analysis strategy no longer comes from the government but is carried out directly by the local community, the government only accompanies and makes it a script for analyzing the potential of the region. The function of the university is the same as the government, namely to accompany, encourage and support the community (Fitriani, 2021) in addition, the mass media also strongly encourages the promotion of the potential that has been determined, and because it is in the Papua region where security unrest often occurs, the role of the security forces is also very much needed to provide a sense of comfort and security when the festival is carried out.

Implementation Pra-Event

Based on the results of interviews and discussions with the Yoboi Sentani Village community, it was stated that after agreeing on the potential of the area, the community will traditionally decide what festival is right

for their area, and because it was initiated by the community, the community will spontaneously begin to fulfill the basic needs needed to carry out the festival, with their own resources (Tjilen, 2021). Meanwhile, for major needs, the community as the festival organizer will ask for assistance from the government or other sponsors. According to the Jayapura Regency Tourism and Culture Office, the government always supports festival activities carried out by the community as long as they are initiated by the community and it is clear what the final goal is and what has been done by the community, so that the government knows what they can help or encourage to support the festival. The support that has been given is in the form of budget, physical buildings, development of festival organizer resources, and other supporting needs, but is also adjusted to the budget capacity of the agency or local government. In addition, the government together with the community also encourages promotion through mass media and social media and includes the festival in the world travel market (OTA) so that this festival can be visited by foreign tourists, and is scheduled every year (Lenti, 2019).

Implementation Event

Based on the results of a survey of researchers during the sago worm festival in Yoboi Sentani Village, during the festival there was collaboration from various parties such as the government, local communities, sponsors (stakeholders), mass media, social media and security forces, but the organizers of the festival were still the local community itself. This was emphasized by the youth figure of Yoboi Village that the community wanted maximum benefits from holding this festival for the welfare of the community, and only the village community who understood and recognized their potential were made into the festival.

Evaluation

According to academics, the deficiency is the evaluation after the festival is held (Muhammas Aditya, 2022). Where the evaluation is only carried out by the community organizing the festival, the evaluation should be carried out together with the government, sponsors (stakeholders), mass media, social media and security forces. Just like when analyzing the tourism potential of the area. all elements involved are needed from the start so that each can introspect and correct the shortcomings that occur from the pre-event to the event being held. In addition, if the evaluation is joint, there will be a discussion and agreement on what to do next together. This joint evaluation will also be able to avoid misinterpretation of the weaknesses that exist.

From the findings, data analysis was carried out using the Asoca method (ability, strength, opportunity, culture, intelligence), the researcher used Asoca because in the results of this study, many prioritize the involvement of indigenous peoples as a very strong cultural element in Papua. So the results of the Asoca analysis from the findings of this study are as follows:

Internal Factor

Ability

Prepare the maximum festival, in accordance with the tourism potential and the festival agreement that will be implemented.

Provide human resources from the community who are able to organize the festival through strengthening training

Prepare a festival organizing team from the community who are qualified and committed

Strength

There is already a model traditional village that has successfully held a local food festival every year in the Papua region (Yoboi Sentani Village)

There are already several villages that have started holding local food festivals

The government supports with budget assistance, strengthening human resources and other supporting needs

Agility

In accordance with the request of the village community in supporting the festival activities with training to strengthen human resources has been provided by the government

The festival initiative came from the village community not from the government based on the potential of the village area owned, which is stated in the festival activity proposal. The proposal includes a simple area potential analysis, the concept and objectives of the festival, the budget needed for the festival, the availability of activity venues, the agreement of the village community, the release of customary land to be used as a festival venue, and what facilities and infrastructure are already available, as well as a list of other needs needed for the festival.

External Factor

Opportunity

Cooperate with agencies related to the festival and its potential such as the Tourism and Culture Agency, the Communication and Information Agency, the Forestry Agency, the Food Crops Agency, and the TNI/Polri.

Cooperate with the mass media, content creators, influencers, and photographer communities for the needs of promoting activities

Create and be active in promotions on social media, mass media and other media.

Facilitate public access to reach the festival venue.

Provide opportunities for all village communities to be actively involved in the festival being held

The festival organizing team is from the village community while the government, stakeholders, media and security are the driving and supporting elements and companions.

Culture

If the initiative and initiator of the festival activities are from the village community, then this festival will be very thick with local culture.

The village community will feel that they fully own the festival activities which will create a commitment to the responsibility of the village community for the sustainability of the festival.

Local culture and food that are the potential of the village will be better known by the wider community, thus creating respect and appreciation for the cultural values of the village.

Strategy

Ability-Opportunity

The community and other supporting elements prepare the festival as best as possible with all the advantages and disadvantages they have

The community takes advantage of the opportunity to participate in human resource strengthening training as best as possible, so that they can manage the festival optimally

Improve the quality of human resources of the village community as festival organizers to be able to obtain a certificate of competence as a reliable festival organizer

Maintain the sustainability of the festival every year in the same month or date so that it can be included in the list of international tourist destinations in the global tourism market (OTA).

Strength-Opportunity

Increasing the role of the Tourism and Culture Office as an office that encourages and accommodates cultural festival activities

Increasing the role of village communities in organizing their village festivals

Coordinating with related offices and supporting stakeholders to improve the quality of the festivals held annually.

Agility-Opportunity

Maximizing the capabilities of the Tourism and Culture Office and other supporting elements to improve the quality of festivals held in their regions

Maximizing the capabilities of village communities as festival organizing teams in building commitment to organizing festivals every year.

Ability-Culture

Maintaining local village culture so that it remains sustainable and is better known by the wider community

Preparing the quality of human resources for festival organizers

Creating special branding for the festival that is held so that it is used every year and becomes the main character and distinctive feature of the festival.

Strength-Culture

Improving the organization of festivals in accordance with festival management mechanisms but not stepping on existing local culture.

Optimizing festival activities and the like that are colored by local culture and initiated by the local community.

Implementation of pre-events and during events that are consistent with festival management and in accordance with local culture will create a joint commitment in the community and government to maintain the sustainability of the festival every year.

Agility-Culture

Maximizing the capabilities and human resources of the festival management community accompanied by the government and other supporting elements

Maximizing competent institutions to train and certify festival management human resources

Maximizing training activities to strengthen festival management human resources so as to create reliable human resources in managing festivals even though they are not graduates of tourism.

By paying attention to the problem phenomena that exist in the field, there are several strategic steps resulting from Asoca's analysis in order to redesign the tourism potential in the Papua region:

Strategy Ability-Opportunity

Mempersiapkan masyarakat kampung untuk melakukan analisis potensi wisata setiap kampung di wilayah papua

Menyediakan SDM yang kompeten dalam mengelola

Dinas terkait mengirimkan beberapa masyarakat yang mengelola festival untuk mengikuti pelatihan penguatan SDM manajemen festival dan pelatihan pendukung kegiatan festival lainnya.

Mempersiapkan tim pengelola festival dari masyarakat kampung dan tim pendamping festival dari unsur pemerintah, universitas, stakeholder, media massa dan Keamanan.

Preparing village communities to conduct tourism potential analysis of each village in the Papua region

Providing competent human resources in managing

Related agencies send several communities that manage festivals to attend training to strengthen human resources for festival management and training to support other festival activities.

Preparing a festival management team from the village community and a festival support team from government, university, stakeholder, mass media and security elements.

Strategy Strength-Opportunity

Increase the role of the Tourism and Culture Office as an office that encourages, assists and accommodates all festival activities in its area

Increase the role of universities to provide input to the local community in organizing innovative local food culture festivals.

Increase the role of content creators, influencers, photographer communities, tourism exploration communities, and culinary communities.

Coordinate with related offices such as RRI, TVRI, the Communication and Information Office, the Forestry Office, the Food Crops Office, and the TNI/Polri.

Strategy Agility-Opportunity

Maximizing the capacity of the village community as the festival management team and the Tourism and Culture Office by implementing cooperation with other agencies and stakeholders (sponsors) to improve the quality of local food culture festivals

Maximizing the capacity of the village community as the festival management team and the Tourism and Culture Office in building a commitment to implementing the festival every year, so that it can be included in the international tourism agenda (OTA).

Strategy Ability-Culture

Maintaining local village culture so that it remains sustainable and is better known by the wider community

Preparing the quality of human resources for festival organizers

Creating special branding for the festival that is held so that it is used every year and becomes the main character and distinctive feature of the festival.

Strategy Strength-Culture

Improving the organization of festivals that are in accordance with festival management mechanisms but do not violate existing local culture.

Optimizing festival activities and the like that are colored by local culture and initiated by the local community.

Implementation of pre-events and during events that are consistent with festival management and in accordance with local culture will create a joint commitment in the community and government to maintain the sustainability of the festival every year.

Strategy Agility-Culture

Maximizing the capabilities and human resources of the festival management community accompanied by the government and other supporting elements

Maximizing competent institutions to train and certify festival management human resources

Maximizing training activities to strengthen festival management human resources so as to create reliable human resources in managing festivals even though they are not graduates of tourism.

The strategic steps above can be implemented in redesigning tourism potential that supports local food culture festivals in the Papua region, where if we look more closely that from the analysis of regional tourism potential to festival management must be started and carried out by village communities who know well what local potential the village and community have. The position of the government in this case is the Department of Tourism and Culture and other supporting elements only as accompaniments, encouragement and accommodation of the aspirations of the village community. so the main object in this festival is no longer the government, but the village community (Kaltsum, 2024).

This is different from the initial conditions of the festivals that have been carried out, which are derived from the tourism potential that has been created and the festival is made in the form of a program initiated by the government, where the position of the village community only supports and some are only spectators of the festival program. The impact received by the festival program initiated by the government is the absence of the continuation of the festival every year, the community does not feel ownership of the cultural festival that is carried out, changes in the welfare of the village community are not felt significantly, and there tends to be disputes between the local government and the village community because of the problem of the festival location that has not been agreed upon or handed over according to custom. In this study, the treatment of the main object is the village community has been applied so that it makes it easier for the Jayapura Regency Tourism and Culture Office, and there are starting to be many submissions for cultural festivals carried out by the village community.

So based on the research results and discussion above, the local food culture festival model offered by researchers as a redesign of tourism potential in encouraging local food culture festivals that can be carried out in the South Papua region is as described below:

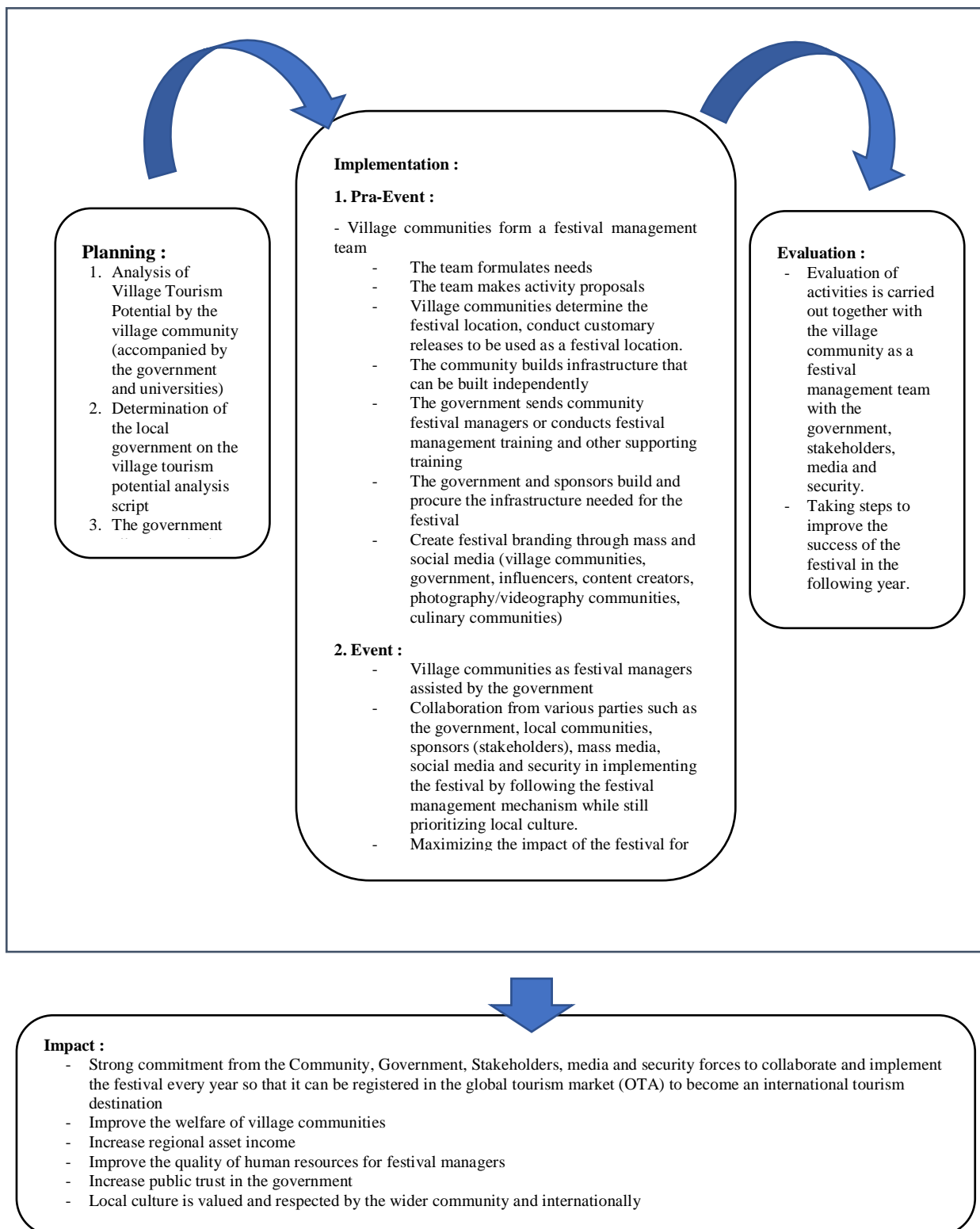


Figure 6. Redesigning Tourism Potential in Supporting Local Food Culture Festivals in the Papua Region

This redesign certainly cannot be done without the support of all parties and the trust of the government to the community to manage and analyze the tourism potential owned by the village, and its ratification in the form of an official document and budgeting for the festival. In addition, a strong desire is also needed

from the community to start, provide space and build as much as possible with self-reliance for the needs of the festival desired by the village community itself. It is hoped that the idea of redesigning tourism potential in supporting the local food culture festival in Papua will have a very significant impact on the community and the government.

Conclusion

The conclusion of this study is the redesign of the thinking and potential of local food tourism if it will be carried out in the Papua region is to provide a wide space for the community not only to be involved but also to plan, implement and determine what potential the village has so that it can be realized into a festival, and evaluate it. Meanwhile, the position of the government is as a driver and companion for the village community. Other driving elements are related agencies, universities, stakeholders (sponsors), media, communities, and security forces. This study is also not without weaknesses, for the development of science, in the future other researchers can conduct research with other indicators, and different research areas and with different analysis tools.

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