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THE ROLE OF RITUAL MUSIC IN THE STRATEGY FOR IMPROVING CULTURAL TOURISM IN THE MENTAWAI ISLANDS

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Abstract

This research is motivated by the fact that globalization and increasing competitiveness have influenced tourist preferences, especially in the Mentawai Islands district, who are now more likely to seek authentic and different experiences. These changes have also influenced the consumption patterns of local communities, who are now beginning to appreciate and support the preservation of their own culture. This research is qualitative research with a descriptive and inductive approach. Qualitative research is research conducted to explore the condition of natural objects, with the researcher as the key instrument. Based on observations, there are two musical instruments that are always used by sikere in carrying out traditional rituals, namely; 1) the tuddukat musical instrument or arat sabulungan is an integral part of the beliefs and culture of the Mentawai tribe. Tuddukat, as a traditional musical instrument, is not only used in entertainment contexts but also in traditional and religious ceremonies that intersect with the Arat Sabulungan belief system. 2) gajeuma' musical instrument. This musical instrument is not only a musical instrument, but also an important symbol in Mentawai culture. The gajeuma musical instrument is made from selected wood and lizard skin, this instrument has a deep meaning for each tribe or uma. Because of its sacred and symbolic nature, Gajeuma' for the Mentawai people cannot be loaned to other tribes because it is a symbol of pride and honor for every community that owns it. At this time the gajeuma' musical instrument is not only used for rituals, but acts as entertainment for tourists because it is very attractive to tourists because every ritual procession of tourists is directly involved in the event.

Keywords: ritual, sikere, tourism, culture

Introduction

Cultural tourism has great potential to support local economic development and preserve the culture of an area. One important aspect of cultural tourism is its ability to grow the employment ecosystem in tourist attraction areas (Jaminyasa et al., 2017). With

increasing tourism activities, it can open up opportunities for local communities to be involved in the tourism sector, such as tour guides, homestay or accommodation managers, souvenir traders, and so on (Hartaman et al., 2021). This can help reduce

unemployment in Indonesia and improve the economic welfare of local communities.

The Indonesian government recognizes the importance of the tourism sector as a pillar of national development. Law Number 10 of 2009 concerning Tourism emphasizes that tourism development is needed to encourage equal employment opportunities, obtain economic benefits, and overcome the challenges of changing life both locally, nationally and globally.

Cultural tourism (ritual music) is a type of tourism that has great potential for development. By utilizing cultural resources as the main attraction, cultural tourism can attract tourists to visit an area (Jaminyasa et al., 2017) . Cultural tourism destinations can present various aspects of local culture, such as performing arts, traditional food, festivals, history, fine arts, traditions and living habits (Choirunnisa et al., 2021) . Apart from that, cultural tourism also makes an important contribution to the growth and preservation of Indonesian culture (Wathani et al., 2023)

Globalization factors and increasing competitiveness have indeed influenced tourist preferences, especially in the Mentawai Islands district, who are now more likely to look for authentic and different experiences. These changes have also influenced the consumption patterns of local communities, who are now beginning to appreciate and support the preservation of their own culture. Thus, cultural tourism not only provides economic benefits through income from tourists, but also helps in the preservation and promotion of valuable cultural heritage. One of the key steps in implementing a tourism development program is through good regional tourism marketing management. (Anwar et al., 2018) . One of the cultural tourism marketing strategies in the Mentawai Islands district is to utilize traditional ritual music which has the appeal of cultural tourism destinations in the eyes of tourists, both domestic and foreign. Ritual music.

The development of Mentawai cultural tourism requires a mature strategy, especially to overcome various problems that arise in the tourism area.

By developing an integrated strategy and linking the development of cultural tourism with the existence of traditional rituals, it is hoped that it can increase the attraction and demand for tourist visits to the Mentawai Islands Regency. These steps can contribute a positive influence to economic development and cultural preservation in the area.

Method

This research is qualitative research with a descriptive and inductive approach. Qualitative research is research conducted to explore the condition of natural objects, with the researcher as the key instrument. The qualitative analysis method is an integrative and conceptual approach to finding, identifying, processing and analyzing documents in order to understand their meaning, significance and relevance (Bungin, 2003) . Qualitative research aims to understand phenomena such as behavior, perception, motivation and actions holistically and descriptively using words and language, in a natural context, by utilizing various natural methods (Moleong, 2008) . Qualitative research aims to investigate, discover, describe and explain the qualities or characteristics of social influence that cannot be measured or explained quantitatively (Saryono, 2010)

Discussion

a. Mentawai Mantotonan Ritual Musical Instruments

1. *Tuddukat* Musical Instruments ,

Traditional Mentawai Matotonan musical instruments, especially the *Tuddukat* musical instrument, play an important role in local traditional rituals. *Tuddukat*, which is made from certain forest wood, is played in traditional ritual ceremonies and has a special meaning contained in each note produced. This tool consists of three different sizes, namely *ina* (large), *sileleite* (medium), and *toga* (small). Each of these musical instruments produces different vowel sounds, namely the *ina* (large) musical instrument produces the vowels *i* and *u*, the *sileleite* (medium) musical instrument produces the vowels *e* and *o* , while the *toga* (small) musical instrument produces the vowel *a* . The sound of this musical instrument not only functions as a musical instrument, but also as a means of communication and deep cultural expression for the Matotonan people.



Picture. 1 *Tuddukat* Musical Instrument

Based on interviews with informants as Mentawai cultural actors, they explained that *Tuddukat* and *Arat Sabulungan* are an integral part of the beliefs and culture of the Mentawai tribe. *Tuddukat*, as a traditional musical instrument, is not only used in entertainment contexts but also in traditional and religious ceremonies that intersect with the *Arat Sabulungan* belief system. This belief views the world as two entities, the real world and the supernatural, the spirit world and the soul world as part of the spiritual life of the Mentawai people. Through *Arat Sabulungan*, the Mentawai people maintain socio-cultural and spiritual balance to achieve a harmonious and peaceful life.

The informant further explained that *Tudduka* t in the Mentawai tradition has very important and varied functions, ranging from celebrating joy and happiness to expressing sadness and warning against danger. Each tetabuhan has its own name and meaning, such as *Allergo*, to celebrate a successful hunt, *Lento* to express mourning, *Mederato* to celebrate a big celebration, *Andante* to welcome guests, *Vivace* to *Presto* as a warning of danger, and *Anda* to pray together in *uma*. This shows how deep the connection between this traditional musical instrument is and the social and spiritual life of the Mentawai people.

2. *Gajeuma* Musical Instruments'

Gajeuma' cannot be separated from the lives of the Matotonan Mentawai people, *gajeuma'* already exists in people's lives collectively and anonymously, without knowing who its creator is or when it was first created. To understand its origins, in-depth research and quite a long time is needed. According to Yosep Sagari, a Mentawai cultural observer, *gajeuma'* comes from the Simatalu area in West Siberut, part of North Siberut. This musical

instrument used to function as a means of communication as well as an accompaniment to traditional dances. *Gajeuma'* has a role in people's lives in terms of activities because *gajeuma'* is a vital means of maintaining communication and accompanying cultural activities in the lives of the wider community.

For the Mentawai people, *gajeuma* is not only a musical instrument, but also an important symbol in Mentawai culture. The *gajeuma* musical instrument is made from selected wood and lizard skin, this instrument has a deep meaning for each tribe or *uma*. Because of its sacred and symbolic nature, *Gajeuma'* for the Mentawai people cannot be loaned to other tribes because it is a symbol of pride and honor for every community that owns it.

Gajeuma' is used as a communication tool in various traditional ceremonies held by the Mentawai people, including in Matotonan Village. This musical instrument is played by men, especially by *Sikerei* or elders in the *uma*, who have experience and in-depth knowledge of the traditions of the Mentawai tribe. *Gajeuma'* is not only a musical instrument, but also an important means of conveying messages and setting the rhythm of traditional ceremonies, indicating its central role in the cultural life of the Mentawai people.



Figure 2. Tuddukat musical instrument

Source: Team Documentation

The technique of playing *gajeuma'* involves beating directly with the hand, using the player's palm or fingers. If the center of the membrane is struck, the entire palm is used to produce a deeper and stronger sound. On the other hand, if the edge of the membrane is struck, only the fingers are used to produce a lighter and sharper sound. *Gajeuma'* playing becomes more dynamic and interesting when two or more players can present varied rhythmic patterns, creating complex and harmonious sound combinations, which enrich the musical experience in traditional ceremonies. The tone motifs produced by *gajeuma'* are as follows;



Figure 3. Gajeuma' Musical Motif

Source: Ferry

When playing *gajeuma'* it is also accompanied by another musical instrument, namely *the gong*. *Gong* is one of the traditional Mentawai musical instruments. It is used to be beaten using wood covered with cloth.

3. The Role of Musical Instruments in Mentawai Cultural Tourism

Mentawai traditional musical instruments are a cultural tourism destination that influences the growth of the community's economic sector in a better direction. According to Yollanda, Wardi, & Abror, (2018) explain that tourism is a complex, multidisciplinary and multidimensional activity that involves various sectors, including government, business, society and tourists as stakeholders. As one of the fastest growing industrial sectors, tourism is also a major supporting sector in the global economy.

The rapid development of the tourism industry can increase understanding and understanding between cultures through interaction between visitors (tourists) and local communities in tourist destination areas. Anggiyatma, (2013) emphasized that if managed and developed professionally, tourism can create positive multiplier effects in the regional economy. This multiplier effect includes increasing local income, creating jobs, and developing infrastructure that supports economic growth in the region.

Tourists' satisfaction with their visit greatly influences their likelihood of visiting the same destination again. Tourists' experiences during their visit, which are influenced by the management of tourist attractions and service quality, are key in creating this satisfaction. Nguyen (2020) shows that tourist satisfaction is an important factor influencing the intention to revisit (*revisit intention*). Assaker (2011) added that tourist satisfaction is a feeling of pleasure or disappointment that arises from a comparison between service performance during a tourist trip and the expectations that have been promised. This satisfaction can cover various aspects, from visa processing and immigration to experiences at tourist attractions, and is the result of the interaction between actual experiences and the expectations that tourists have of the destinations visited.

The Mentawai Islands are one of the most popular destinations for foreign tourists. Access to Mentawai from the center of Padang City takes about 4 hours via the port on Mentawai Island, or only 65 minutes from Minangkabau International Airport. This ease of access is supported by the availability of fast boats that can take tourists to Mentawai. These factors provide significant added value in attracting tourists to visit Mentawai Island. In addition, Mentawai has a tourist destination that stands out because of its cultural uniqueness and unique tourism potential. The existence of indigenous tribes in Matotonan village which still survive makes it a major attraction for tourists. In addition, Mentawai also has musical instruments that support tourist attractions.

Musical instruments for the Mentawai people are very important in the fabric of life as a means of communication and traditional rituals. The uniqueness of this culture has an impact on the interest and visits of tourists to experience directly the culture of the Mentawai people. Based on interviews with informants, Mentawai people use musical instruments in various ritual events such as: 1) appointment of a new *sikerei* (shaman), 2) establishment of a new *uma*, 3) party opening new fields, 4) treatment of the sick, 5) wedding party and 6) village birthday. The musical instrument that is always used in various ritual ceremonies is the *gajeuma'* musical

instrument. Apart from conveying messages and news, *gajeuma'* for the Matotonan Mentawai community acts as a performing art and traditional party.

Based on interviews with informants, since 2019, which coincides with Matotonan village's birthday on August 10, the *gajeuma'* musical instrument has acted as performing art for tourists. To commemorate the village's birthday, the Mantotonan people held a traditional party/ritual to exorcise evil spirits for the safety of the community. In this ritual ceremony, the committee introduces visitors to the cultural procession of the Mantotonan Mentawai village community. This is very interesting for tourists because every ritual procession of tourists is directly involved in the event.

Conclusion

By utilizing ritual music as part of a marketing strategy, cultural tourism in Mantotonan Mentawai village can increase the growth of cultural tourism while supporting cultural preservation programs. Ritual music, as one of the cultural products of the Mantotonan Mentawai village, has an important role in attracting the attention of tourists and promoting the potential of the region. Thus, the growth of cultural tourism in this area is very dependent on effective marketing strategies, where culture such as ritual music can become a valuable asset and mainstay in marketing Mentawai Mantotonan cultural tourism to the outside world.

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