



The Roles of Youth in Preserving Local Cultures to Develop Tourism in Sabang City

M. Faris Yusuf Lubis^{*1}, Robert Sibarani², Surwadi Lubis³

^{*1}Regional and Rural Planning Study Program, Postgraduate School, Universitas Sumatera Utara, Medan, 20155, Indonesia

²Department of Malay Literature, Faculty of Cultural Sciences, Universitas Sumatera Utara, Medan, 20155, Indonesia

³Department of Communication Science, Faculty of Social Sciences and Political Science, Universitas Sumatera Utara, Medan, 20155, Indonesia

Abstract. This study aimed to analyze youth roles in protecting, developing, and utilizing local cultures to develop tourism in Sabang. This type of research was descriptive research with a qualitative approach; that is, the research is carried out in natural conditions (natural settings). The results showed that youth's role in protecting local Culture to develop tourism in the city of Sabang could be seen with youth's enthusiasm in publishing, inheriting, and animating local Culture in attractions, access, amenities, ancillary, safeness, and comfort. The role of youth in developing local Culture to develop tourism in Sabang City could be seen with youth's enthusiasm in disseminating, assessing, and enriching local cultural diversity in attractions, access, amenities, ancillary, safeness, and comfort. The role of youth in utilizing to develop tourism in the city of Sabang could be seen with the enthusiasm of youth in increasing cultural resilience, improving youth welfare, and innovating local cultural attractions, access, amenities, ancillary, safeness, and comfort. Thus, the role of youth in preserving local Culture is needed in developing tourism in the city of Sabang.

Keywords: Accessibility, Amenities, Ancillary, Attractions, Developing, Protecting Safety and Comfort, Using, Youth

Abstrak. Tujuan dari penelitian ini adalah untuk menganalisis peranan pemuda dalam melindungi, mengembangkan dan memanfaatkan budaya lokal untuk mengembangkan pariwisata di kota Sabang. Jenis penelitian yang digunakan adalah penelitian dekriptif dengan pendekatan kualitatif, yakni penelitiannya dilakukan pada kondisi yang alamiah (natural setting). Hasil penelitian menunjukkan bahwa peran pemuda dalam melindungi budaya lokal untuk mengembangkan pariwisata di kota Sabang dapat dilihat dengan antusias pemuda dalam mempublikasikan, mewariskan dan menghidupkan budaya local pada atraksi, akses, amenitas, ansiliari, keamanan, kenyamanan. Peran Pemuda dalam mengembangkan budaya lokal untuk mengembangkan pariwisata di Kota Sabang dapat dilihat dengan antusias pemuda dalam menyebarluaskan, mengkaji dan mengayakan keberagaman budaya lokal pada atraksi, akses, amenitas, ansiliari, keamanan, kenyamanan. Peran Pemuda dalam memanfaatkan budaya lokal untuk mengembangkan pariwisata di kota Sabang dapat dilihat dengan antusias pemuda dalam meningkatkan ketahanan budaya, meningkatkan kesejahteraan pemuda dan menginovasi budaya lokal pada atraksi, akses, amenitas, ansiliari,

*Corresponding author at: Postgraduate School, Universitas Sumatera Utara, Jalan Prof. Mass, Medan 20155, Indonesia

E-mail address: farizy15@gmail.com | doi: <https://doi.org/10.32734/jeds.v2i1.6194>

keamanan, kenyamanan. Sehingga peran pemuda dalam melestarikan budaya lokal sangat dibutuhkan dalam mengembangkan pariwisata di kota Sabang.

Kata Kunci: Aksesibilitas, Amenitas, Ansiliari, Atraksi, Keamanan dan Kenyamanan, Melindungi, Mengembangkan, Memanfaatkan, Pemuda

Received: 10-03-2021 | Revised: 11-04-2021 | Accepted: 23-04-2021

1. Introduction

A culture created and preserved, and recognized by one ethnic group in a particular society is called local Culture. The term local wisdom comes from the formation of two words, namely wisdom and local. The word "wisdom" means "policy," and the word "local" means "in the given area." Based on the combination of these two words, local wisdom is a collection of ideas and knowledge that has understanding, wisdom, and virtue that is guided and implemented by the owner of local wisdom [1]. Local community knowledge and local wisdom are beneficial to create a sense of security and peace and improve community welfare. Attitudes, behaviors, and perspectives are efforts to finalize local wisdom that is owned by the community. At another stage, this condition can develop local sources such as material and non-material into a positive force for a better change (Balitbangsos Depsos RI (5-15: 2005).

One area that has local wisdom is the city of Sabang. The origin of the inhabitants of the city of Sabang is mostly immigrants from several tribes in Indonesia, including the Aceh, Batak, Javanese, and so on. In addition, many ethnic Chinese also live in Sabang. People in Sabang live in various professions such as civil servants, military/police, traders, farmers, and fishers. Sabang as an archipelago has its own advantages, and this is also the great potential that Sabang has in the tourism sector. However, in developing tourist destinations (DTW) in Indonesia, community participation is still low.

Regional Regulation No. 2 of 1990 was made by the government of Aceh to preserve customs, which was increasingly intensive at the provincial level. This rule seeks to regulate the development and cultivation of customs. This is controlled in Regional Regulation No. 7 of 2000, which all components of society are invited to comply. The people's mindset, values, and concepts of life are symbols of customs. Therefore, it is necessary to study and preserve customs to form exact values and visions. This will be useful for the next generation who will inherit it. Threats to the values in noble traditions have begun to come in the current era of globalization, where foreign cultures can quickly enter and do not necessarily conform to our cultural customs.

FCDL (2003: 1) reveals society's condition with sustainable development efforts that refer to social justice and mutual respect principles. This condition is the definition of community development. The process of social justice and mutual respect is created to shape community workers through a broad development program and connect all components in society. Community development defines the values of openness, accountability, equality, choice, opportunity, mutual participation, mutual benefit as continuous learning, and education. Making community members able to do something by providing the strength or means they need is the main point of community development [2].

In Sabang, there are three villages with strong Culture, namely Iboih, Aneuk Laot, and Kreung Raya. The majority of Sabang areas are located on the seafront to make better use of natural potentials (such as marine beauty) compared to other potentials to promote tourism in Sabang. Some forums or organizations mobilize the community, especially youth, to monitor or increase local tourism, such as the Tourism Awareness Group (Pokdarwis), the Indonesian Charm Movement (Genpi), the Zero Kilometer Dance Studio, and Tourism Ambassador. The group or forum plays a role in the process of developing tourism in Sabang so that it can make tourism in Sabang more developed by exploring the potential of local youth. The role of youth is significant in this regard. Poerwadaminta (1995: 751) reveals a role as an action performed by a person or group of people in an event. According to his position, if a person exercises his rights and obligations, he plays a role (Soerjono Soekanto, 2002: 243).

Reference [3] states that to maintain and preserve Indonesian Culture can be done in various ways. There are two ways that young people can do in supporting cultural preservation and participating in preserving local Culture, namely: 1. Culture Experience Culture Experience, plunging directly into a cultural experience to carry out cultural conservation. For example, in dance, the community is advised to learn and practice dancing to this dance, which will then be performed annually in certain events or holding festivals. Thus, the local culture can always be preserved. 2. Culture Knowledge is carried out by creating an information center about Culture that can be functionalized into many forms, with the aim of education or for the benefit of cultural development itself and the potential for regional tourism. So that the Young Generation can enrich their knowledge about their own Culture (Ambarita, 2013). In managing tourist areas, [4] said that it is necessary to pay attention to the 4ASC concept, especially for the management of tourist destinations in Indonesia. The 4ASC concept stands for attraction, accessibility, amenity, ancillary, safeness, and comfort.

Based on the description above, the researcher is interested in conducting research on youth's role in preserving local Culture to develop tourism in Sabang. Based on the explanation from the background presented, the formulation of this research's problem is how is the role of youth in protecting, developing, and utilizing local Culture to develop tourism in the city of Sabang?

2. Method

This type of research is descriptive research with a qualitative approach; namely, the research is carried out in natural conditions (natural setting) (Sugiyono, 2011: 14) (Matthew and Huberman, 1992). This research took place in the city of Sabang in three villages with strong Culture, namely: Iboih, Aneuk Laot, and Krueng Raya. Primary data sources are statements and actions of the people being observed or interviewed, recorded through written notes, or recorded and taken photographs. The rest is secondary data sources such as writings/documents, photos, and statistics [5] (Azwar, 1998). There were 21 people as informants in this study.

The method for data collection and analysis for the formulation of the problem of youth's role in protecting, developing, and utilizing local Culture in tourism development in the city of Sabang is Law No. 5 of 2017 concerning the Advancement of Culture. Meanwhile, in terms of tourism development, this study uses the Medilk and Middleton (1973) method in "Product Formulation in Tourism," which considers the 4ASC concept, especially for Indonesia's management of tourist destinations. The qualitative data analysis activities were carried out interactively and continued to completion, so the data was saturated. The measure of data saturation is indicated by no longer obtaining new data or information. Activity in the analysis includes data reduction, data presentation, and drawing conclusions and verification (Miles and Huberman: 1984).

3. Results and Discussion

3.1 The Role of Youth in Protecting Local Cultures to Develop Tourism in Sabang City

Table 1 Forms of Local Cultural Protection

No.	Forms of Cultures	Forms of Protection
a. Attractions		
1.	Ranup Lampuan Dance	Introducing local dance/culture by showing it in festivals and performances by youth (publication)
2.	Batok Dance	Introducing local dance/culture by showing it in festivals and performances by youth (publication)
3.	Situk Dance	Introducing local dance/culture by showing it in festivals and performances by youth (publication)
4.	Seudati Dance	Introducing local dance/culture by showing it in festivals and performances by youth (publication)
5.	Rapai Dance	Introducing local dance/culture by showing it in festivals and performances by youth (publication)
6.	Seurune Kale Dance	Introducing local dance/culture by showing it in festivals and performances by youth (publication)
7.	Likok Pulo Dance	Introducing local dance/culture by showing it in festivals and performances by youth (publication)
8.	Rapai Musical Instrument	Passing the object of cultural advancement to the next generation
9.	Seurune Kale Musical Instruments	Teaching playing a musical instrument to the younger generation so that it can be enjoyed from generation to generation and displayed in performances (Passing the Object of Cultural Advancement to the next generation)

No.	Forms of Cultures	Forms of Protection
10.	Syeh	Teaching playing a musical instrument to the younger generations so that it can be enjoyed from generation to generation and displayed in performances (Passing the Object of Cultural Advancement to the next generation)
11.	Sirih	Teaching playing a musical instrument to the younger generations so that it can be enjoyed from generation to generation and displayed in performances (Passing the Object of Cultural Advancement to the next generation)
12.	Ayun Anak	Teaching playing a musical instrument to the younger generations so that it can be enjoyed from generation to generation and displayed in performances (Passing the Object of Cultural Advancement to the next generation)
b. Accessibility		
1.	Boat	Facilitating sea transportation for tourists (publication)
2.	Travel	Introducing local cultural forms to tourists (publication)
3.	Renting a Vehicle	Making it easy for tourists in land transportation (publication)
c. Amenity		
1.	Henai	Used as a service to make up the hands of tourists (Passing the Object of Cultural Advancement to the next generation)
2.	Sabang's Typical Songket Fabric	Used as a service to make up the hands of tourists (Passing the Object of Cultural Advancement to the next generation)
3.	Souvenir	Used as a souvenir for tourists (Passing the Object of Cultural Advancement to the next generation)
4.	T-shirt Piyoh	Used as a souvenir for tourists (Passing the Object of Cultural Advancement to the next generation)
d. Ancillary		
1.	Youth Organization	Making activities regarding education about local Culture that can promote tourism (animating and maintaining cultural ecosystems for each object of cultural advancement)

From this data, it can be seen that the role of youth in protecting local culture to develop tourism in Sabang City including 12 attractions, three accesses, four amenities, one ancillary, three security, and three comforts, which show that youth have a role in protecting local culture to develop tourism in the city of Sabang.

A.W. Widjaja (1986) defines in more detail preservation as an activity or which is carried out continuously, directed, and integrated to realize specific goals that reflect the existence of something permanent and eternal, dynamic, flexible, and selective (Jacobus, 2006: 115). In line with this, the researcher conducted an interview with Deni as the head of the Sabang Zero Kilometer Studio. He said:

“The role of youth in protecting local culture as an attraction is by introducing Sabang’s unique art, namely reaching to tourists.”

3.2 The Role of Youth in Developing Local Culture to develop Tourism in Sabang City

Table 2 Forms of Local Culture Development

No.	Forms of Cultures	Forms of Development
A. Attraction		
1.	Ranup Lampuan Dance	Youth performs this dance into performances witnessed by tourists (dissemination)
2.	Batok Dance	Youth performs this dance into performances witnessed by tourists (dissemination)
3.	Situk Dance	Youth performs this dance into performances witnessed by tourists (dissemination)
4.	Seudati Dance	Youth performs this dance into performances witnessed by tourists (dissemination)
5.	Rapai Dance	Youth performs this dance into performances witnessed by tourists (dissemination)
6.	Seurune Kale Dance	Youth performs this dance into performances witnessed by tourists (dissemination)
7.	Likok Pulo Dance	Youth performs this dance into performances witnessed by tourists (dissemination)
8.	Rapai MusicalInstrument	Teaching this tradition to youth (assessment)
9.	Serune Kale Musical Instruments	Teaching this tradition to youth (assessment)
10.	Syeh	Teaching this tradition to youth (assessment)
11.	Sirih	Teaching this tradition to youth (assessment)
12.	Ayun Anak	Teaching this tradition to youth (assessment)
B. Accessibility		
1.	Boat	Introducing local Culture to tourists (diversity enrichment)
2.	Travel	Introducing local Culture to tourists (diversity enrichment)
3.	Renting a Vehicle	Introducing local Culture to tourists (diversity enrichment)
C. Amenity		
1.	Henai	Youth open services to decorate hands for tourists (diversity enrichment)
2.	Sabang's Typical Songket Fabric	Youth make songkete cloth as a souvenir
3.	Souvenir	Youth make unique objects as souvenirs
4.	T-shirt Piyoh	Youth make t-shirts as souvenirs
D. Ancillary		
1.	Youth Organization	Making the organization a means of developing tourism (preserving and respecting indigenous or indigenous Culture)
Safeness		
1.	Taking care of each other	Youth keep tourists safe (assessment)
2.	Discussion	Youth make deliberation as a means of maintaining the safety of tourists
3.	Marine Patrol	Youth make marine patrols to keep tourists safe
E. Comfort		
1.	Mutual cooperation	Youth do mutual cooperation to keep tourists comfortable
2.	Banner	Youth spread banners to tourist destination areas in Sabang
3.	Trash cans are available at touristdestinations	Youth provide trash cans to keep clean

From this data, it can be seen that the role of youth in developing local Culture to develop tourism in Sabang City, including 12 attractions, three accesses, four amenities, one ancillary, three safeness, and three comforts, which shows that youth have a role in developing local Culture to develop tourism in the city of Sabang.

Researchers conducted interviews with Tasya Riska as aneuk laot village girl. He said:

"The role of youth in developing local culture as an attraction is by preserving Sabang's distinctive arts, namely decorating betel leaves from generation to generation."

In cultural preservation, it has become a provision for the existence of an artistic form, in which the cultural form that is preserved is still there and is known. The role of youth in developing betel by promoting it to tourists visiting the city of Sabang. Development is an effort to revive the cultural ecosystem and enhance, enrich, and disseminate culture. This is in accordance with the promotion of Culture as regulated in Law No. 5 of 2017.

Meanwhile, according to [3], the youth's cultural preservation can be carried out by plunging directly into a cultural experience or a cultural experience. According to Arby Suharyanto, increasing cultural competence is necessary to preserve and know a culture that can lead to love and pride in one's own culture.

3.3. The Role of Youth in Utilizing Local Culture to Develop Tourism in Sabang City

Table 3 Forms Local Cultural Utilization

No.	Forms of Cultures	Forms of Utilization
A. Attractions		
1.	Ranup Lampuan Dance	Youth performing at festivals (increasing cultural resilience)
2.	Batok Dance	Youth performing at festivals (increasing cultural resilience)
3.	Situk Dance	Youth performing at festivals (increasing cultural resilience)
4.	Seudati Dance	Youth performing at festivals (increasing cultural resilience)
5.	Rapai Dance	Youth performing at festivals (increasing cultural resilience)
6.	Seurune Kale Dance	Youth performing at festivals (increasing cultural resilience)
7.	Likok Pulo Dance	Youth performing at festivals (increasing cultural resilience)
8.	Rapai Musical Instrument	Youth performing at festivals (increasing cultural resilience)
9.	Serune Kale Musical Instruments	Youth performing at festivals (increasing cultural resilience)
10.	Syeh	Youth performing at festivals (increasing cultural resilience)
11.	Sirih	Youth performing at festivals (increasing cultural resilience)
12.	Ayun Anak	Youth performing at festivals (increasing cultural resilience)
B. Accessibility		
1.	Boat	Youth work as boat drivers (improving community welfare)
2.	Travel	Youth work as travel agents (improving community welfare)
3.	Renting a Vehicle	Youth open vehicle rental services (improving community welfare)
C. Amenity		
1.	Henai	Youth open henai-making services for tourists (innovation)
2.	Sabang's Typical Songket Fabric	Youths sell songket cloth as souvenirs for visitors
3.	Souvenir	Youths sell souvenirs to tourists
4.	T-shirt Piyoh	Youths sell t-shirt Piyoh for souvenirs
D. Ancillary		
1.	Youth Organization	Becoming a motor for youth in developing Culture (increasing cultural resilience)

No.	Forms of Cultures	Forms of Utilization
E. Safeness		
1.	Taking care of each other	Youth keep tourists safe
2.	Discussion	Youth keep tourists safe
3.	Marine Patrol	Youth keep tourists safe
F. Comfort		
1.	Mutual cooperation	Youth keep tourists comfortable
2.	Banner	Youth keep tourists comfortable
3.	Trash cans are available at tourist destinations	Youth keep tourists comfortable

From this data, it can be seen that the role of youth in utilizing local culture to develop tourism in Sabang City, including 12 attractions, three accesses, four amenities, one ancillary, three security, and three comforts, which shows that youth have a role in protecting local Culture to develop tourism in the city of Sabang.

The researcher conducted an interview with Danil Fadli, chairman of Genpi, Sabang City, who said:

"The role of youth in utilizing local culture as an attraction is by presenting one of Sabang's special arts, namely the Likok Pulo dance to tourists."

Local youths use this dance as a source of income by being a dance teacher, as a dancer who fills in events or festivals, or even participates in competitions.

3.4 Supporting and Inhibiting Factors

In preserving local Culture to develop tourism in Sabang, there are supporting and inhibiting factors.

A. Supporting Factors

The supporting factors for youth in protecting local Culture to develop tourism in the city of Sabang are:

1. The government positively supports youth activities, especially in tourism development;
2. There is support from traditional and village leaders that local Culture must be preserved;
3. The diversity of cultures possessed certainly becomes its potential to attract visitors and has the potential to promote tourism in Sabang;
4. The richness of natural beauty, when juxtaposed with diverse cultures, will undoubtedly increase the attractiveness of tourists;
5. A great amount of youth is potential in developing Culture.

B. Inhibiting Factors

The factors inhibiting youth in preserving local culture to develop tourism in the city of Sabang are:

1. There is a view that a large number of tourists can erode the existing local Culture;
2. Youth lack of creativity in promoting tourism in Sabang;
3. The level of youth concern for Culture, especially for involvement in tourism development, is still low;
4. Lack of creative youth in developing tourism, especially local Culture;
5. The level of youth selfishness is still high.

4. Conclusion

- a. The active role of youth in protecting local culture to develop tourism in the city of Sabang can be seen in attractions there are 12 forms of culture, accessibility there are three forms of culture, amenities there are four forms of culture, ancillary has one form of culture, safeness has two cultural findings, and comfort has three cultural findings. The forms of protecting cultures are: publishing, passing on objects of cultural advancement to the next generation, and animating and maintaining the cultural ecosystem for every object of cultural advancement.
- b. The active role of youth in developing a local culture to develop tourism in the city of Sabang can be seen in the attractions found in 12 forms of culture, accessibility there are three forms of culture, amenities there are four forms of culture, ancillary has one form of culture, safeness has two cultural findings, comfort has three findings. The forms of developing cultures are dissemination, study, and enrichment of diversity.
- c. The active role of youth in utilizing local culture to develop tourism in the city of Sabang can be seen in the attractions found in 12 cultural forms, accessibility has three cultural forms, amenities have four cultural forms, ancillary has one cultural form, security has two cultural findings, comfort has three findings. The form of utilizing cultures is increasing cultural resilience, improving social welfare, and innovation.

References

- [1] R. Sibarani, *Pembentukan Karakter, Langkah-langkah Berbasis Kearifan*. Jakarta Selatan: Asosiasi Tradisi Lisan (ATL), 2015.
- [2] P. Mukhlis, *Sejarah Kebudayaan Indonesia*. Jakarta: PT. Rajagrafinda Persada, 2009.
- [3] S. D. Sendjaja, *Teori Komunikasi*. Jakarta: Universitas Terbuka, 1994.
- [4] R. Sibarani, *Kearifan Lokal: Hakikat, Peran dan Metode Tradisi Lisan, Langkah- langkah Berbasis Kearifan*. Jakarta Selatan: Asosiasi Tradisi Lisan (ATL), 2012.
- [5] L. J. Moleong, *Metodologi Penelitian Kualitatif (Edisi Revisi)*. 2007.