

Confucius values in Industrialization of Cultural assets as One Acceleration Effort to Develop the Local Tourisms

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Abstract. This research aimed to figure out the Confucian values underlying the acceleration processes to develop the local tourisms. Some problems discussed in this research included the Confucius values in maintaining the cultural assets through *calengsai* traditional arts and industrialization of cultural assets in the acceleration processes to develop the local tourisms. This research used a qualitative data analysis and library studies to collect the data related to cultural assets continuously maintained to develop the local tourisms during the pandemic situations. The industrialization of cultural assets has slightly experienced changes since everyone has to obey the government policies and health protocols. However, those did not change the meanings of *calengsai* traditional arts.

Keywords: Confucian value; acceleration; local tourism; *calengsai*

1 Introduction

The development of traditional arts is highly affected by social-cultural changes, and social-cultural changes are closely related to the development of science and technology. Such changes surely have big impacts on how an individual sees or assesses something, including entertainment, such as traditional arts. The changes on an individual's perspective and mindset of traditional arts require the art community to make a breakthrough in order to maintain traditional arts in facing the high level competition. Besides changing how an individual thinks of something, the development science of technology can also cause competition between traditional arts and other arts or entertainment. More interesting entertainments come from overseas and domestically. There are a large number of entertainments coming into Indonesia which may threaten the existence of traditional arts. The best solution should be sought for traditional arts to survive. Local government and academicians' intervention is greatly needed in attempt to maintain traditional arts. This effort cannot be carried out only by the art community. Local government's intervention is greatly needed as the policy maker. In order to solve the problems and seek for the best solution in this effort, local government can also cooperate with academicians. As the policy maker, local government can drive traditional arts to be one of cultural assets with high selling value. This can certainly be used to support

tourism. Tourism is one of the sectors that can support the development of a region. This is related to the existence of regulation on regional autonomy. This policy is enforced based on local community's capital that can be relied on for the region's advancement. One of which is tourism activities. This is also carried out by the Department of Banyumas Regency as a breakthrough to increase Banyumas Regency's Local Own-Source Revenue (PAD). Besides from the agricultural sector as the main income of Banyumas Regency, the income from tourism retribution is relatively big, considering that tourism sector is one of the vital sectors. Almost all regions have tourist destination as their identity, and as is commonly known of how Bali Province is quite focused on managing its tourism sector that it is acknowledged by the world (Tjaturrini, 2018).

2 Literature Review

2.1 Definition of Culture

The conception of cultural tourism as formulated on Law on Tourism Number 09 Year 1994 states that cultural tourism is one type of tourism that is developed based on the Indonesian culture that is based on Pancasila. The steps and movements of tourism development are normatively expected to keep relying on the national culture. Therefore, the development of Indonesian tourism needs all aspects related to tourism. The promotion, attraction, architecture, ethics, organization, management pattern, food and souvenir aspects are expected to use the potential of culture, the position or art and culture. The aspects, besides serving as supporting media, also serve to give the concerned community identity. Therefore, they can be used to develop the Indonesian tourism. The development of tourism industry plays an important role in motivating the development of local development. Therefore, local government should attempt to develop the existing potentials of tourist destinations so as to attract tourists to visit. Tourist's visit to a place is determined by the individual's motivation and desire (driving factor) and the attraction (attracting factor) offered by a tourist destination. In general, tourist's objective is to gain a distinctive satisfaction and joy in a tourist destination he/she visits (Zulkarnain & Sugiyanta, 2011)

The driving factor and the attracting factor can be called internal factor and external factor that motivate tourist to visit a tourist destination. According to Ryan in Pitana, 2005:67 states that the driving factors for an individual to tour are; (1) escape, (2) relaxation, (3) play, (4) strengthening family bonds, (5) prestige, (6) social interaction, (7) romance, (8) educational opportunity, (9) self-fulfillment and (10) wish-fulfillment. The attracting factors, meanwhile, according to Jackson in Pitana (2005:68) are; (1) location climate, (2) national promotion, (3) retail advertising, (4) wholesale marketing, (5) special events, (6) incentive schemes, (7) visiting friends, (8) visiting relatives, (9) tourist attraction, (10) culture and (11) natural environment manmade environment. (Dewanti, Sendra, & Mananda, 2018). From previous researches' explanation related to tourism development, role is the responsibility of an individual and government institution assigned to fulfill the community's needs. This role is carried out pursuant to their duties and functions. Role is also a dynamization formed from something static or from the use of a party with obligation and is usually called subjective (Nilam in Fitriana, Hilman, Triono, 2020:3). Karl & Rosenzweig in Fitriana, Hilman, and Triono, 2020: 3-40 state that role is related to the activity of an individual who has a position, either in a community environment or in an organization, thus we can conclude that role is a behavior or act that is closely related to the position in an organization (Hendro, 2016). The

role here means local government and academicians' role to drive acceleration of traditional arts development to a commodity with high selling value as one of the assets to attract tourists' interest to come to Indonesia. The development of tourism industry also needs high creativity and innovativeness. Creativity and innovativeness cannot be achieved by the art community themselves. This also needs interaction with other art communities so as to collaborate and create new arts that can become a commodity with selling value to attract foreign tourists to come to Indonesia, especially Banyumas. One of the new arts resulting from collaboration between the community and culture is *Calengsai*.

2.2 Definition of Art

Art is the realization of individual's expressive forms or forms of expression. As part of culture, art is classified into three, namely: fine art, such as sculpture, craft, and decoration; performing art, such as dance, *karawitan*, declamation music and drama; and audio-visual art, such as decoration. Performing art includes dance, *karawitan*, declamation music and drama. Audio visual art includes video, film (Kusmiyati in Yulianto, 2015:255). One of performing arts that still exist until now is *calengsai*. *Calengsai* is the acronym of *calung*, *lengger*, and *barongsai*. *Calengsai* is created as the result of inter-community acculturation between Chinese and Banyumas communities. *Calengsai* can become art with high selling value and as one of tourist destinations can improve the attraction of tourism industry in Banyumas.

2.3 Confucian Values

Every religion and belief teach how humans as social beings need interaction with other humans. One of the teachings is Confucianism. Confucianism is one of the teachings followed by the Chinese people. In this modern era, the understanding related to moral values keeps declining in life. Confucianism teaches how to create a peaceful and harmonious environment. Creating such environment needs order in the community. According to Confucius, order in a community needs to be created, that can start from organizing one's own family. In order to organize family, it is necessary to manage/organize one's self. Self-management/organization is not easy, that this requires self-correction and self-reflection. Humans should sincerely and wholeheartedly associate with others. Besides, humans should broaden their knowledge to the highest level. Self-cultivation is the basis of anything and every human needs to cultivate him/herself to achieve his/her life purpose (Wang Gungwu in Hartati, 2016:176).

3 Research Method

To have a deep and holistic understanding of a number of the phenomena learned and not to test the hypotheses proposed based on the statistical formulas model, this research used a qualitative approach. The data were collected through observation, in-depth interview, and focus group discussion (FGD). The observation was carried out to describe the real field description of the condition of traditional arts in the research location. The interview and FGD were, meanwhile, carried out with a number of informants to have a comprehensive description of their perception and response, view, attitude and expectation of the existence of traditional arts. The informants included community figures, artists, stakeholders and other strategic figures. The results of the observation, in-depth interview and FGD were analyzed with the category, comparison, and contrast models and interpreted (Creswell, 1994: 153-154).

The data were interpreted systemically by understanding a fact/data in consideration of other factors related therein. To understand the related factors of the data, they were developed based on the community's frame of reference learned instead of being based on the researcher's measure (Denzin & Lincoln, eds., in Maladi, 2017:93).

4 Result Discussion

Traditional arts are a cultural asset that can be used to drive the tourism industry to develop. *Calengsai* is an art product resulting from acculturation in Banyumas Regency. The ruler has currently created a new art out of acculturation. This initially aimed to create and create harmony between communities. Therefore, *calengsai* is an art product resulting from acculturation that has undergone innovation and creativity; thus, it has high selling value to drive the tourism in Banyumas to develop. Right now, having traditional art performance is rare. Traditional art performance can only be found in certain events, such as marriage, anniversary of a region and in competitions held for students of Junior/Senior/Vocational High School and equivalents. Such competition was held to screen the youths who are interested in traditional arts. They are interested more in entertainments coming from outside, such as KPop from Korea. Such entertainments can easily come into Indonesia in line with the development of science and technology. This may threaten the existence of traditional arts in Indonesia, including in Banyumas.

Calengsai as one form of traditional art in Banyumas can be realized and maintained based on the religious teaching/belief followed by each community, Banyumas community with Islam as the majority and Chinese community with one of its teachings, Confucianism. Every religious teaching/belief teaches that peaceful life between religious believers is absolute and a must. It is not surprising that the integration of 3 traditional arts into 1 new art will be carried out more easily when it is based on the belief that peaceful life can support achieving a harmonious life. A harmonious life can become one of the factors for every human to grow their respective creativity and innovation. Artists, academicians and local government can peacefully, jointly create new art with high selling value that serves as one asset of local culture. Local cultural asset with selling value can become a tourist attraction capable of driving local tourism to develop.

To continuously maintain their traditional arts, they formed an art group of *barongsai* with initial members consisting only of temple members. Further, in line with its development, *barongsai* performance slowly shifted from ritual function to entertainment function when it was associated with economic, social and political factors. Currently, traditional arts should become attractive performing arts with selling value, thus innovation must be carried out. Innovation is absolutely needed for traditional arts to adapt to current conditions. Current era is greatly affected by the development of science and technology. This is indeed unavoidable since the development of science and technology gives great impacts, both positive and negative, on all fields, including traditional arts. Therefore, the Confucian values as one of Chinese teachings become the driver of creation of *Calengsai* art as one cultural asset of Banyumas with selling value capable of accelerating the local tourism development.



Fig. 1. Thematic/situational *Calengsai* in Local Meeting of HPI VIII in Bali on 26 October 2011
(Source: Private collection of Endang Setyaningsih)



Fig. 2. Thematic/situational *Calengsai* in Local Meeting of HPI VIII in Bali on 26 October 2011
(Source: Private collection of Endang Setyaningsih)



Fig. 3. Personnel of *Lenger* in Local Meeting of HPI VIII in Bali on 26 October 2011
(Source: Private collection of Endang Setyaningsih)

5 Conclusion

Confucian values in Chinese community are the teachings that have started to be forgotten by Chinese youths. It is Confucian values that teach to live a peaceful life between communities, rendering them the capability of growing high creativity and innovativeness to create *calengsai*, an art with high selling value. The Confucian values teach not to discriminate between communities so as to realize harmony. That harmonization is realized in community life makes them strive together for making their traditional art one with high selling value and become one of the cultural assets that drive acceleration of local tourism development.

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