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The Role Of The Traditional Plays For Improving Tourism Sector In Muna Ethnic

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ABSTRACT

This article discusses the roles of traditional plays in Muna, how it affects the psychology development of Muna people and how it then could improve the tourism sector. The data collecting was done by observation, interview, and documentation. It was analyzed by techniques of reduction, presentation, and taking conclusion. Based on the result of the study, the movals of each traditional play has several advantages and meanings. Muna traditional plays also can be placed as one of the triggers to improving the tourism sector in Muna for it has various essential values lay behind, that could be the reason why people or tourist need to watch and learn of. It can form and influence the Muna's people attitude and behaviour. To support the traditional plays in improving tourism sector, several strategies can be implemented, such as modify the traditional plays, satisfied service, and holding of competition and festival.

1. Introduction

Traditional plays are one of the parts of culture. In which, the culture is the complicated thing that involves knowledge, belief, arts, moral, law, custom, the ability, and another human habit as a society member. The plays are our ancestor inheritance, so keeping and developing the plays means keeping and developing the ancestor cultures.

However, traditional plays are more decreasing because of increasing modern plays. Several factors influence the decreasing of traditional plays. First, globalization factor and technology development that create and present various interesting electronic plays/games, like play station, an unimaginative person plays, remote car plays, and others. The development of TV and internet

also make the children are more interesting to sit in front of the screen for a long time. Therefore, traditional plays are forgotten by the children. As a result, the young generation does not know not only the ways of play the traditional shows but also the names and kinds of traditional shows. Second, there is not any teaching from older people to the young generation about traditional plays. Even some older people think that traditional plays are not more suitable. Third, competition and festival of traditional plays are not everyday things. Fourth, traditional plays are not presented in the education world, like in schools.

Nowadays, traditional plays have its floor back to be played, watched, and appreciated by people through tourism sector as what the Director of OECD (Organization for Economic Co-Operation and Development) stated in their book *The Impact of Culture on Tourism* below;

This publication concludes that culture and tourism have a mutually beneficial relationship which can strengthen the attractiveness and competitiveness of destinations, regions and countries. Culture is increasingly an essential element of the tourism product, which creates distinctiveness in a crowded global marketplace. At the same time, tourism provides an essential means of enhancing culture and creating income which can support and strengthen cultural heritage, cultural production and creativity. Creating a strong relationship between tourism and culture can therefore help destinations to become more attractive as well as more competitive as locations to live, visit, work and invest in. (Arzeni, 2009:3).

Development, in the tourism sector through traditional plays, is significant because it can be used as primary exchange income and functions in developing the area (Suamba et al., 2020; Gunasari et al., 2020). Traditional plays have a powerful bond with the culture itself, where culture already stands as an essential element of the tourism product. Besides, it can open or create the new work field, improve region income and society income. However, the development of traditional plays should consider the conservation of natural, physics, social, and culture environments. Tourism today is needed for all people. The tourists need happiness when doing the tour, visit one place to have a package where they can enjoy the natural or artificial scenery and any entertaining program that related with the culture of the place that they also can enjoy and learn (Martini et al., 2019).

In particular, this article discusses the kinds of Muna traditional plays that exist currently, the roles of traditional plays in Muna, how it affects the psychology development of Muna people and how it then could improving the tourism sector in Muna.

2. Concept and Theoretical Framework

2.1 Traditional Plays

Traditional plays are the plays that use traditional tools without helping of modern tools and has been played since the last period. The plays are not based on technology like today. The traditional plays are one of the cultural elements of nations that existed in various areas, mainly in remote or village areas.

Research endorses that play is the best form of physical activity for children and through traditional game playing children learn about the rules and values of their culture. Many early childhood practitioners also consider playing as an activity which promotes learning. Yet play is only considered relevant to some areas of the curriculum and still has not received a secure place in delivering the curriculum (Bruce, 2004)

If it is compared to modern plays, traditional plays have more advantages, mainly for the children. It also does need many costs. Traditional plays are significant for body health and can be used to train physic power and children mentality. Through traditional plays, children can improve their creativity, innovative, leadership, and emotional, psychomotor, and cognitive intelligence. Traditional plays are sometimes called as popularizing plays. It is called as popularizing plays since it lives and develops since the last period, mainly in the village areas. It develops based on the society needs at the place, and the condition of environment more influences it, so the traditional plays is always exciting and suitable with the condition at that time (Arista, Eka Candra, 2012: 53). Traditional plays always have specific or unusual characteristics of the place where it is found or played, and it is commonly based on the cultural tradition of the people as the owners.

2.2 Tour and Development of Tour Area Destination

Tourism activity is an activity that focuses on service to give satisfaction to the tourists, government, and society. As one of the human physical activities, tourism can be viewed as an industry that can contribute to the development of social and economic sectors. Tourism consists of natural environment tour, culture tour, history tour, and artificial tour. Traditional plays can be classified in culture tour, mainly in arts performance form.

Determination the strategies of tour area destination is significant to be done since it can give models of tour area destination planning as the recommendation of tour area development. To develop tour activity, area destination should have several following components (UNESCO,2009): (1) object attraction and tour interest power; (2) transportation and infrastructure; (3) accommodation (hotel or homestay); (4) food and beverages; and (5) other supporting things.

Creative economy and tour sector are two things that influence each other. Those are very synergic and support each other if they are executed well (Ooi,2006). The concept of tour activity can be defined in three factors, namely “something to see”, “something to do”, and “something to buy”(Yoeti, 1985).“Somethingtosee” relates to various attractions in tour area destination, “something to do” relates to tourists’ activities in tour area destination, and “something to buy” relates to the memorable souvenirs or handicraft that are bough in tour area destination. In three components, the creative economy can be found in the concept of “something to buy” by providing various innovative products as an exceptional product in the tour area destination (Apriani, 2020). Strategies of creative economy development through tour sector has been implemented in several areas or countries (Lamba et al., 2019). One of the

prosperous countries is New Zealand. New Zealand provides tour package as following training of clay material handicraft, silver handicraft, and making the process of wine. In the tour package, the tourists can actively participate and can bring their handicraft product results as personal, memorable things (Yozcu and İçöz, 2010). In Singapore, the creative economy is developed through the shopping centre, so it is called a shopping tour destination area (Ooi,2006).

3. Research Method

The study of “The Role of the Traditional Plays of Muna Ethnic in Improving Tourism Sector” was designed to be a qualitative study. It is related to what is stated by Ratna (2010: 48) that qualitative study is a method with descriptively interpretation way. The relevant information as the data of this study as obtained from informants who are selected through purposive sampling technique.

The data was collected through observation, interview, and documentation. The collected data was then tabulated and analyzed based on the sequences of these study objectives. The data were descriptively analyzed using concepts and theories of traditional plays and development of tour area destination. Besides, it was descriptively, qualitatively and interpretatively analyzed. Basically, in the qualitative analysis of data, the data are described in the form of words or sentences. In this present study, the data were continually analyzed while the study was being conducted through three lanes of activities; they are (1) data reduction, (2) data presentation, and (3) data interpretation and conclusion drawing (Miles and Habermas, 2009: 16-20). According to Wuisman (2013: 32), the interpretative analysis essentially describes the defining system again already collectively developed by the members of a group of people applicable to them.

4. Discussion

4.1 Kinds and Roles of Traditional Plays of Muna

Traditional plays are top-rated before 1980. The plays then got decreasing and changed to modern plays or games. Traditional plays have favourable characteristics. Traditional plays use the tools and materials from around the environment without buying it so that it can improve creativity and imagination. It differs to modern plays or games in which it tends to bring the children to be more individually, closed, unfriendly, and not responsible. They just focus on their own HP/Laptop.

The tools and materials of traditional plays come from plants, reliable, stone, sand, and other materials/tools in around environment. The most important is that traditional plays have several meanings and values, like friendly, democracy, happiness, independence, responsibility, helping, honesty, discipline, work hard, creativity, nationality, tolerance, respect, communication, awareness of the social and physical environment, and solidarity. Those come from the inheritance of Muna’s ancestors

Traditional plays of Muna is not as mere entertainment, but it can build and improve affective, cognitive, motoric, and psychometrics competences. There are many traditional plays of Muna; they are *pobhente*, *pokabhale*, *kadudi*, *pndea*, *pokasti*, *poremba*, *pokaule*, *pohule*, *pogaco* or *kasedesede*, *angse*, *potembatamba*, *pomaafu*, *manumanugko*, *pobhinte*, *pongkuda* (*subha* or *cuke*), *pobheo*, *podoro*, *pokalego*, *ewa wuna*, *dhudhungke*, *lambagiri*, *laiyonda*, *poenggo*, *pokaste*, *posela*, *popontu* or *pobanga*, *pofotu*, *poale*, and *poweta*. Since the page is limited to write the result of this study, it focuses only on several traditional plays that can be used to the development of the tourism sector in Muna. Those traditional plays are described below.

1) *Pondea*

Pondea is one of the traditional plays of Muna that has been played since the last period. It is played by girls and sometimes played by children. The ways of playing *pondea* are as follow:

1. Prepare small stones or seeds
2. Those are put on the floor; they are taken one by one until completed by throwing it up, and it is then taken.
3. The winner is the player who can take the small stone or seeds completely.

This play consists of two kinds, namely that use five seeds and more seeds. First, the play that use five seeds describes five pillars of Islam. Second, the play that use more seeds is played when there is death, in which there are many people come together in a place. This play can train the smartiness and intelligence of players.

This play needs full concentration of the players. Besides, the players must be able to move their hands fluently. Their hand moving and seeing should be fast and balanced. To take all the small stones or seeds completely, they players should not only look at how they can take the small stones but also they should keep if the small stones fall to the floor. Therefore, this play can train smarity and intelligence of players.

2) *Poremba*

Poremba is only played by men, particularly by adult and older people who have strong body and strong leg muscle. *Poremba* is usually played at the time of harvest. The ways of playing *poremba* are as follow.

1. It is played by several men.
2. Two men in pairs kick calf each other.
3. It is enough dangerous since the calf of players usually bled.
4. The winner is who can keep feet or hold ground until the play is completed. He is the one last player who still keep feet.

This play can be modified by using leg or calf covers. *Poremba* has become interesting watch and has advantages, mainly to train the strength of leg or calf muscle. In this play, the two players in pairs kick calf each other. They do several times. It thus can make the calf muscle of players can be more strong. They are not easy to fall although someone kicks or hits their legs.

3) *Angse*

Angse is a traditional play of Muna that has been played since a hundred years ago, or around 1900's. The play is still popular until today in Muna and often used in various competencies or ceremonies. In this play, the players should have celerity and skill in catching and avoiding the openents. It is very popular in both men and women, particularly for children in elementary schools.

At the last period, Muna people, especially the soldiers in Muna often play it as war training form. The ways of playing *angse* are described below.

1. Make two groups; each group consists of 4-6persons.
2. One group is as keeper, and other group is as player.
3. The player group is a group who will avoid and going across the keeper group.
4. The keeper group tries to chase away the players to make them can not going across the keepers; if the keeper can touch the player, they will change task or change actor each other, namely the keepers become the players, and the players become the keepers.
5. This play needs enough large field, like badminton field, in which the keepers place the horizontal lines.
6. The keeper who place the first or front line can move to the vertical middle line.
7. The player who can avoid and going across without touching from the keeper will get point.
8. The winner is who get more points.

Angse has many meanings and advantages. This play teaches the cooperative work in team, celerity, togetherness, discipline, and carefulness. Through this play, the physic will be stronger, healthy, and spirit because it encourages both players and keepers to try hardly in avoiding openents and catching openents.

This play needs good cooperation in team. They must work together in defeating their openents. For example, the keepers should work together in keeping the moves of players. Likewise, the players should work together in their team to go accross the keepers. Besides, this play also make the body of players (both keeper and player teams) will be healthy because it likes a sport or physic exercises. It trains the breathing and respiration of the players.

4) *Pomaafu*

Pomaafu can be played by both men and women, either children or adult. It is played as result of friendly. Besides, it is played when someone makes mistakes or fault and he/she should appologize that can be done through this play. *Pomaafu* means appologize each other. The ways of playing *pomaafu* are described below.

1. It is played by two persons who shake hands each other.
2. They will pull each other, and there is a horizontal line front of them.
3. Who touch or pass the line is as lossier.

This play can train hand muscle strength and body endurance or stamina, and train body balance. This play needs the strength of player hands. If someone often plays *pomaafu*, her/his hands will be stronger because they are always trained like training of pushup. The player must be able to pull his/her

opponent hands to make the opponent moves to the front. Besides, this play can train body balance. The players should have good body balance, so they can keep their body from moving in the front. It thus also needs strong leg or good leg position.

4.2 Psychology Development of Muna People Affected by the Traditional Plays

Traditional plays of Muna can form and influence the Muna's people attitude and behaviour. Most of Munanessee's attitude and behaviour are formed from the traditional plays. In other words, personal attitude of Munanessee is most formed from traditional plays. For example, in *pomaafu* play that often played by the Munanessee, it brings them to be people who are easy to apologize other people who make mistakes to them.

In addition, Munanessee is known as patient persons. If they go abroad or move to other regions, they are very patient in working and not easy to give up. Even, although they are insulted, they do not care and try to be patient. The most important for them is be able to keep life and be able to improve their life conditions. Therefore, most Munanessee who go or move to other regions are very success and become richmen. The attitudes and conditions are taught in traditional plays, like in *poangse* and *pomaafu* traditional plays. Actually, they are many other traditional plays of Muna that have much advantages and values, but they are not mentioned and described in this paper because of the limited pages.

Furthermore, the mentality development of Munanessee who often plays traditional plays when they were children are very good. Traditional play is believed as one of the factors that influence their mentality development. Munanessee is also known to their smartness and cleverness, mainly in doing communication and education sector. Besides, most of them have strong body. In other words, they are strong, not easy tired, and very spirit in most of their activity and performance. These conditions are most influenced or builded from the existence of traditional plays.

Traditional plays that they often played when they were children are really help them to be clever, sprit, strong, not easy tired, and menyehrah persons. The facts can be seen from the existence or conditions of Munanessee in their life, mainly when they are in other regions as strayer. The role of traditional plays can be seen from their advantages and values that have described above like *pondea*, *poremba*, *poangse*, and *pomaafu*. This paper only describes those four types because there are not enough pages to mention other types. Other types of traditional plays also can form and build the psychology development of Muna people.

4.3 Traditional Plays in Improving the Tourism in Muna

Traditional plays, as tated before, in this globalization have the floor back to be played, watched, and appreciated for it embody the traditional value of one ethnic, in this case is Muna. Traditional plays become one of the important things in promoting tourism in many places and there are numbers of successful destination that provide and offer the traditional plays as one of the

catching objects for tourism sector. To place the traditional plays of Muna in improving the tourism sector it needs various strategies to do. It needs cooperation among related institution to make or program the package of integral tour destination area. Third, bulding the good infrastructure and other supporting factors, like bulding of special gate, tour area execution office, special souvenirs, villaged local restaurant. Therefore, in the implementation of this program, it needs cooperation, mainly between local government and industrialist or entrepreneur.

Based on the concept of tour activity, namely something to see, something to do, and something to buy, so the traditional plays should become interesting watching and can give good entertainment. The guiders of tourists are very important to explain the ways of playing, advantages, and meanings of traditional plays of Muna. As a result, the tourists can play it easily. Providing tools and materials of traditional plays, and guide books of traditional plays are also very useful. So, the tourists can buy it as souvenirs for them when they go back to their place. It then can be a good promotion for others to visit Muna and watch traditional plays in Muna.

Further, the government can improve medium and infrastructure of tourism, comfortable accomodation, satisfied service, availability good and enough food and beverage, and supporting other interesting tour object. Besides, save and fresh hotels or homestays are also very important. The government should arrange tourist travelling bureau, so the tourist travelling can run well, likewise for guide service, bank, money changer office, internet, and others. The Muna government can provide tour package. In the tour package, the tourists can actively participate and use various tour objects, mainly traditional plays of Muna.

Other important thing is the role of knowledge and technology. Knowledge and technology has big role in supporting the development of traditional plays. Through knowledge and technology, traditional plays can be explained clearly and completely. Both increase not only quality but also quantity of human life. The use of knowledge and technology in the development of traditional plays can maximalize the advatanges of the plays. Several findings and the use of technology create new phase of human life. In this case, both knowledge and technology can keep the existence of traditional plays.

In traditional plays, there are several culture inherritances. According Davidson, culture inherritance means physic product or culture result of various traditions and spritual achievement in the value form in old period as the main or specific characteristics of certain society group. Culture inheritance, including traditinal plays can be explored through knowledge and technology.

Based on the concept and theory of tourism, development of traditional plays as tour object should create good product style, namely: traditional plays of Muna is interesting something to be watched or learnt; it has specific characteristics that differs to others, it has enough tour facility and accomodation, telecommunication, and other supporting tools. Besides, it needs improving of service quality, arrangement and guide quality from government,

integral marketing guide, improving product quality, and training of traditional plays for Muna people. Marketing of traditional plays includes improving traditional plays quality, socialization of traditional plays, and good services from the Muna people and government to the tourists. In this case, the government can provide various interesting souvenirs of traditional plays, like blouse or jersey that has pictures of traditional plays of Muna, key souvenirs of traditional plays of Muna, and other goods that has pictures of traditional plays of Muna.

The explanation above shows that traditional plays of Muna can be developed to be main tour object. To bring traditional plays of Muna has excellent value in the tourism sector, it needs several strategies, either from local government or society. To support it, it needs several programs, like modifying traditional plays of Muna to be more interesting and has educational value, supporting of enough media and tools, building good infrastructure, fresh and save hotels or homestays, satisfied service, providing various food and beverages, supporting from society and government, documentation of traditional plays, and supporting of other tour objects. Besides, Muna traditional plays should be used as one of subjects in schools, implementation of competition and festival of Muna traditional plays, and good promotions of traditional plays. The most important traditional plays of Muna should increase the prosperity level of society, like creating new work fields, either as guide of tourists entrepreneurs of souvenirs, and other jobs. This condition has big contribution for development of Muna, including as source of local or territorial government income. As a result, traditional plays can give more profits to all aspects or sectors, mainly on economy sector (source of territory government income of Muna and increasing of society income), tourism sector (entertainment and recreation sources), and culture sector (local richness or inheritance values).

Basically, there are several strategies that can be implemented to develop traditional plays as tour object in Muna, namely (1) modify the traditional plays in more interesting forms, (2) make it to have educational value, (3) improve medium and infrastructure of tourism, (4) comfortable accommodation, (5) satisfied service, (6) availability good and enough food and beverage, (7) supporting other interesting tour object, (8) supporting of Muna's society, (9) documentation of Muna traditional plays, (10) Muna traditional plays used as one of subjects in schools, and (11) implementation of competition and festival of Muna traditional plays, and (12) good promotions. Besides, there are several strategies that can be done to promote traditional plays as tour object in Muna, namely (1) identify the market target who will visit Muna, (2) stimulate message of promotions, (3) determine the promotion tools and media, (4) arrange and coordinate the communication process, and (5) manage and do coordination the communication process.

The promotions of traditional plays as tour object has several aims, namely (1) promote the place of interesting and useful tour destination, (2) improve and keep the tour image in Muna, (3) socialize informations of tour products in Muna, and (4) build and keep the effective communication to media. Promotion strategy is program to realize the aims of tour promotion. It includes

the planning of activity that can be used in long time. To maximalize the aims of promotions, local government of Muna can do building and development of society relationship, improving and expansion of tour products, improving tour place and service, and penetration of international relationships.

Based on the illustration above, there are several strategies to develop traditional plays of Muna as tour object to improving the tourism sector in Muna, including as one of the main tour objects. Those strategies can be done by either local government, society, academic group, and other related institutions, like the education and culture official, the tourism official, and sports and arts official.

5. Conclusion

Based on the result of the study can be concluded as follow. Muna ethnic has several interesting traditional plays. The movals of each traditional play have several advantages and roles in the psychological development of Muna ethnic. Muna traditional plays also can be placed as one of the triggers to improving the tourism sector in Muna for it has various important values lay behind, that could be the reason why people or tourist need to watch and learn of.

Traditional plays of Muna can form and influence the Muna's people attitude and behaviour. Traditional plays that they often played when they were children are really help them to be clever, sprit, strong, not easy tired persons. The facts can be seen from the existence or conditions of Munanessee in their life, mainly when they are in other regions as strayer. The role of traditional plays can be seen from their advantages and values that have described above like *pondea*, *poremba*, *poangse*, and *pomaafu*.

To support the development of traditional plays in improving the tourism sector in Muna, there are several strategies that can be implemented, namely modify the traditional plays in more interesting forms, make it to has educational value, improve medium and infrastructure of toruism, comfortable accomodation, satisfied service, availability good and enough food and beverage, supporting other interesting tour object, supporting of Muna's society, documentation of Muna traditional plays, Muna traditional plays used as one of subjects in schools, implementation of competition and festival of Muna traditional plays, and good promotions. There are several strategies that can be done to promote traditional plays as tour object in Muna, like identify the market target who will visit Muna, stimulate message of promotions, determine the promotion tools and media, arrange and cordinate the communication process.

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