

The Implications of Customs and Local Culture for Katingan Regency Tourism Development



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ABSTRACT: The implications of cultural customs through the development of cultural tourism in Katingan Regency in the form of results in the field, including the occurrence of conservation efforts carried out by the community by maintaining traditional buildings, preserving cultural arts through dance, bamboo crafts, batik, garden tours, and highlighting regional specialties, and changes have occurred. The livelihoods of the people who originally worked as farmers turned to bamboo craftsmen, batik, culinary, garden tours and white-water rafting. With the existence of a tourist area, managers explore and maintain traditional and cultural values that they already have.

KEYWORDS: Custom; Culture; Tourism development; Katingan; Value

1. Introduction

The Law on Regional Government which has been amended several times, most recently through Law Number 23 of 2014 concerning Regional Government, mandates the special authority of regional institutions known as regional autonomy. This authority provides flexibility for local governments to manage their own household affairs to improve the welfare of the local community, according to their abilities and potential (Rasyid, 2002). The implication of the development of the concept of autonomy in the implementation of regional development is that local governments have the authority to process, utilize, and manage every potential regional asset and resource to be empowered in order to make a real contribution to regional development and improving people's living standards. Local governments are directed to be able to determine strategic sectors that can encourage the implementation of development in the region.

The era of increasingly rapid globalization brings important changes to the presence of local cultural values that are owned by the community, many local cultural values are starting to disappear and are mixed with modern culture. According to Yoeti (1996) "in order for a culture to be sustainable, that is, it always exists (it doesn't need to always mean the forms of its statements), then the efforts that need to be guaranteed for its sustainability are: protection, development, and utilization".

According to Yoeti (1997) "with tourism it will stimulate the development of indigenous culture, it can even revive elements of culture that have been almost forgotten. Tourist attractions are everything that has beauty, uniqueness, value, both in cultural richness, diversity and man-made products that can be a factor of attraction and become a tourist destination to visit, which then motivates tourists to travel to these attractions.

According to Rhama (2019), attractions are said to be a significant component in attracting tourists, attractions are the main capital (tourism resources) or sources of tourism. Meanwhile, according to Witt & Mountinho (1994:86) tourist attractions or tourist destinations are the main motivation for tourists in carrying out tourist visit activities. There are several opinions that have stated that cultural tourism attractions are starting to be considered as one of the tourist destinations that are quite in demand by domestic and foreign tourists.

The tourism sector is one of the priority sectors in development in Indonesia today because it has very large prospects to be developed (Pitana & Gayatri, 2005), especially for regions in Indonesia that have abundant and diverse natural and cultural wealth potential, which worthy to be used as a tourist attraction, including in Katingan Regency. The Katingan Regency Government participates in implementing the development of the regional tourism sector considering that the tourism potential in Katingan Regency is quite numerous and diverse, including: (1) natural tourism potential (such as hills, lakes, rivers, waterfalls, natural hot springs, forests, natural parks). , botanical gardens), (2) cultural tourism potential (a variety of arts and

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ceremonies/traditional rituals), (3) historical sites, traditional villages and folk craft centers, as well as special interest tourism potentials.

The development of the tourism sector is directed as a development that not only emphasizes the advantages of economic aspects that have the potential to endanger the sustainability of resources, but development is directed to be fair to the socio-cultural community with an emphasis on environmental preservation so as to make it a development effort that is feasible to do in the present and future. which will come. Law Number 10 of 2009 concerning Tourism regulates opportunities for the use and development of tourism resources which are the responsibility of all relevant parties, especially local government institutions that are responsible for each regional asset and resource. The statutory provisions are supported by the National Tourism Development Master Plan (RIPPARNAS) which then becomes a guideline for each region in formulating and formulating tourism development policies according to regional characteristics and potential.

Development policies at the regional level are not only used as a form of administrative compliance with regional institutions in the implementation of the government bureaucracy but also a form of understanding the needs and capacities of the regions as outlined through development policies, so that these policies are policies that can be implemented responsibly in accordance with development principles. To support tourism development in Katingan Regency, the local government has made a strategic effort by making a policy in the form of a Regional Tourism Development Master Plan (RIPPDA) which is expected to encourage the implementation of regional tourism sector development so that it can make a positive contribution to the region. However, until now tourism development in Katingan Regency has not been able to be carried out as expected, besides that the region still has many limitations in various aspects, especially those related to regional tourism supporting facilities, such as infrastructure and accessibility. The local government is the party that has the authority to deal with these problems through various policies and development efforts carried out as a form of local government commitment in achieving development goals in the era of autonomy.

In the past, consumers were more dominant in favor of entertainment activities and are now starting to be interested in cultural attractions. The things mentioned above are also found in Katingan Regency which are quite numerous and varied including: (1) natural tourism potential (among others such as hills, lakes, rivers, waterfalls, natural hot springs, forests, natural parks, botanical gardens), (2) the potential for cultural tourism (a variety of arts and ceremonies/traditional rituals), (3) historical sites, traditional villages and folk craft centers, as well as the potential for special interest tourism.

The problems faced in developing cultural potential are the high nature of materialism in society which has begun to abandon the noble values of the nation's culture and the decline of morality in some people, in fact at this time local culture in social life is still not going well. The influx of foreign cultural elements that are absorbed without a filter has caused some people to no longer use cultural values sourced from local wisdom. In addition, the role of the government is still less concerned where documenting is only in the form of uploading short articles, until now there has been no update on the official government website. It can be seen that there has been no effort in developing the potential of local culture as a tourist attraction destination that can make the surrounding community more concerned and participate in efforts to maintain and preserve customs and culture which are also beneficial for tourism development.

Based on this background, the research "Implications of Customs and Community Culture in Tourism Development in Katingan Regency" is important to do that not only beach tourism in Katingan but also cultural tourism which is then expected to be one of the efforts to maintain and encourage more native culture. It is also hoped that the results of this study can produce a recommendation to the Katingan Regency government.

2. LITERATURE REVIEW

2.1 Tourism Policy

The government's policy regarding the national development program in Indonesia states that tourism development is a leading sector and is the key to development. State life in the jurisdiction must be adjusted to the applicable laws and regulations. People's lives in countries that do not have a policy provision, then their lives will not go well. Policies are needed in the life of the state because they can regulate the framework optimally.

Makmur and Thahier (2016); Agustino (2016), public policy was born because of the demands of the phenomenon of human life, which interact directly and intensively between actors due to the existence of clear and firm regulatory tools in creating solutions to the dynamics of life. Public policy functions to regulate, direct and develop the dynamics of interaction both within the community and between the community and its environment so as to obtain effective goodness.

The public policy proposed by Nugroho (2017: 73) is a tool of an institutionalized community to achieve social beliefs about its goodness. Solving problems in public policy proposed by Dunn (2003: 21) there are several stages of analysis that must be carried out, namely:

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- a. **Setting the Policy Agenda (Agenda Setting)** This stage has 4 (four) stages, namely problem finding, problem definition, problem specification and problem identification. While the techniques that can be used to formulate problems are analysis of problem boundaries, clarification analysis, hierarchical analysis, and brainstorming, multi-perspective analysis, assumptional analysis and argumentation mapping.
- b. **Policy Formulation** At this stage, cost benefit analysis and analysis of decisions obtained from positions that cannot be determined and limited information can be used. This stage also uses forecasting procedures to solve problems that have consequences for each chosen policy.
- c. **Policy Adoption** This stage is carried out with the following steps:
 - (a) Identifying alternative policies carried out by the government to realize the desired future and is the best step in an effort to achieve certain goals for the progress of the wider community.
 - (b) Identifying certain and selected criteria to assess the recommended alternatives.
 - (c) Evaluating these alternatives by using relevant (certain) criteria so that the positive effect of the policy alternative is greater than the negative effect that will occur.
- d. **Contents of Policy (Policy Implementation)** This stage is the stage of events related to what happens after a policy is established by giving authority to a policy by forming clear and measurable outputs.
- e. **Policy Evaluation (Policy Assessment)** This stage is carried out an assessment of the policies that have been taken and carried out through the implementation process which is assessed in accordance with what has been determined and planned in the policy program. Tangkilisan (2003: 26) in evaluating public policies, in general there are three aspects that are expected from an analyst or policy evaluator, namely:
 - (a) Aspects of policy formulation, where the analyst or evaluator seeks to find answers to how the policy is made and formulated.
 - (b) Aspects of policy implementation, where the analyst or evaluator tries to find answers to how the policy is carried out.
 - (c) The evaluation aspect where the analyst or evaluator tries to find out what the impact is caused by a policy action, both the desired impact and the unwanted impact.

The level in the public policy process that can measure and provide an assessment that the program implemented is successful or not is evaluation. Mulyadi (2016: 100) that evaluation is a way to assess whether a policy or program is running well or not. Evaluation provides valid results regarding policy information, one of the functional activities in policy evaluation is not only carried out by following the previous activities, namely formulation, policy implementation can still occur in all other functional activities in the policy process. Agustino (2016:180-182), there are five criteria that must be met in conducting the policy evaluation stages, namely 1) apparatus resources; 2) institutional; 3) Facilities, infrastructure, and technology, 4) financial; 5) regulation (support).

First, natural resources (apparatus resources; that the success of a policy implementation whose results are then evaluated is largely determined by natural resources. In a sense, it is the apparatus that must be evaluated first. The extent to which they understand and understand what they have to do; what they have to make; and etc. If the apparatus does not understand and understand their duties and functions in carrying out a task, it is certain that the evaluation results will not produce positive results.

Second, Institutional; In this context, smooth coordination, flexible discretion, systems within the organization, leadership patterns, and inter-institutional synergy are indications of a positive evaluation direction. Institutional synergy in a policy is the key to the success of a policy. Likewise, with policy evaluation, the coordination is not smooth, flexible discretion, organizational system that is too rigid and command, autocratic leadership pattern, the high price of a synergy between institutions can make a policy not successful.

Third, Facilities, Infrastructure and Technology; is another criterion that can be used to assess a policy evaluation. For example, why has Indonesia been less successful in attracting foreign investors to invest their capital here; it may be that when the evaluation is carried out there are many facilities and infrastructure that are not provided by the government. For example, the availability of roads and bridges (infrastructure), and others.

Fourth, Financial; financial support is also the most important criterion in assessing a policy. A stalled development project, if evaluated, the development is delayed because it is not supported by clear finances from the government or the private sector.

Fifth, regulation: a policy sometimes requires supporting regulations to make it more applicable. For this reason, policy evaluation can be assessed for its success or failure through supporting regulations. The policy evaluation stage is very important to assess the effectiveness of policy implementation.

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This assessment is to see the gap between expectations and the reality of a policy. Not all policies can achieve the expected results, so the implementation of policies cannot be released but must also be monitored both after implementation and being implemented. Paul S. Biederman argues (Antariksa, 2016:8) that tourism policy defines the direction or action that a particular country, region, locality, or individual destination plan should take when developing or promoting tourism.

The main principle of tourism policy is to ensure that the country (region or region) can get the maximum benefit from the economic and social contribution of tourism. The ultimate goal of tourism policy is to improve the progress of the nation (region or region) and the lives of its citizens. In line with the opinion of Paul S. Biederman, then Kettler (2015), explains that: Tourism policy is basically the promotion of industries related to the tourism sector and driven by demand. This is a multifaceted promotion policy that has the character of an overall economic policy. The rationale is that tourism policy as part of state policy has positive externalities on economic development.

In general, tourism policies are part of state policies that have a positive effect on regional conditions and economic growth. Tourism policies in Indonesia are regulated in Law Number 10 of 2009 concerning Tourism which aims to make changes in the tourism sector carried out systematically, planned, integrated, sustainable, and responsible while still providing protection for religious values, culture that lives in society, environmental sustainability and quality, and national interests.

2.2 Tourism Development

One form of development is tourism development. Tourism planning and development is a dynamic and continuous process towards a higher value level by making adjustments and corrections based on the results of monitoring and evaluation as well as feedback on the implementation of previous plans which are the basis of policies and are missions that must be developed. Tourism planning and development is not a stand-alone system, but is closely related to other inter-sectoral and inter-regional development planning systems.

Based on the General Indonesian Dictionary, the Language Center Dictionary Compilation Team (2002), the definition of development is: First, development is the thing, method or result of developing. Second, development is a process or method, the act of developing to the desired target. Added by Anom et al (2019) development is a process or way of making something advanced, good, perfect, and useful. Development in this study is defined as the process or act of developing from not yet existing, from existing to better and from already good to better.

Tourism development in my opinion can be interpreted as an effort to complement or develop ways or results. Second, development is a process or method, the act of developing to the desired target for a trip that is carried out by someone from one place to another, for a while with the intention or purpose of not trying or looking for work in the place visited, but solely to enjoy sightseeing trips, to fulfill diverse desires.

Policy is a direction or demand in the implementation of an activity by a government which is expressed in a general statement regarding the goals to be achieved, which guides the actions of the implementers, both within the government and outside the government, in realizing the expectations that have been set (Setyorini, 2014). In carrying out tourism development, it is directed to improve the quality of the nation's culture, introduce historical heritage, natural beauty, including the sea. Widari (2020) stated that to support the development of tourism in tourist destinations, the development must be carried out in carrying out tourism development.

Based on Law Number 9 of 1990 concerning Tourism, the policy outlined is that what can be used as tourist objects and attractions are natural conditions, flora and fauna created by humans, as well as historical and cultural heritage which are models for the development and improvement of tourism in Indonesia. Indonesia. In Law Number 10 of 2009 concerning Tourism that tourism development is realized through the implementation of tourism development by taking into account the diversity, uniqueness and uniqueness of culture and nature, as well as the natural needs of humans to travel.

2.3 Customs and Culture

Adat can be understood as a local tradition (local custom) that regulates community interactions. In the encyclopedia, it is stated that adat is a society's "custom" or "tradition" that has been carried out repeatedly from generation to generation. The word "custom" here is commonly used without distinguishing which ones have sanctions such as "customary law" and which do not have sanctions such as being called adat only. According to Funk and Wagnalls (2013: 78) the term tradition is defined as knowledge, doctrine, habits, etc. which are understood as knowledge that has been inherited from generation to generation, including how to deliver doctrine. So tradition is a habit that is carried out by people from the past until now.

Muhaimin (2017:78) says that tradition is sometimes equated with traditional words in the view of the community that it is understood as the same structure. Where in tradition, people follow customary rules. According to R. Redfield (2017:79) the notion of tradition is divided into two, namely the great tradition is a tradition of their own, and likes to think and by itself includes a relatively small number of people. while the little tradition is a tradition that comes from the majority of people who

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have never thought deeply about the traditions they have. So they never know what the habits of the people used to be, because they don't care about their culture.

According to Cannadine (2010:79) Understanding Tradition is a new institution dressed up with the allure of antiquity that defies the times but becomes an amazing creation. So tradition is a habit of the people who used to be guarded and preserved but influenced by outside culture because of modernization. Understanding tradition in a narrow sense, namely special social inheritances that meet the requirements, namely those that survive in the present, which are still strong in ties with contemporary life. So tradition is an activity or activity carried out by local communities from the past until now which is maintained and preserved. Understanding tradition According to Cannadine (2010: 79) seen from the aspect of material objects, they are material objects that show and remind their special connection with past lives. Where people used to believe in objects that could protect them from disaster.

The function of tradition according to Soerjono Soekanto (2011:82) is as follows:

1. Tradition serves as a provider of fragments of historical heritage that we find useful. Traditions are like piles of ideas and materials that people can use in their present actions and to build a future based on past experiences. Example: role to emulate (e.g., heroic tradition, charismatic leadership, saint or prophet)
2. The function of tradition is to provide legitimacy to existing views of life, beliefs, institutions and rules. All of this requires justification in order to bind its members. Example: the authority of a king authorized by tradition from all previous dynasties. Tradition serves to provide a convincing symbol of collective identity, strengthening primordial loyalty to the nation, community and group. Examples of national traditions: with songs, flags, emblems, mythology and common rituals.
3. The function of tradition is to help provide an escape from the complaints, dissatisfactions, and disappointments of modern life. Traditions that suggest a happier past provide a substitute source of pride when society is in crisis. The tradition of sovereignty and independence in the past helped a nation to survive when under colonialism.

The tradition of losing independence, sooner or later will destroy the tyranny or dictatorship system that is not diminishing in the present. So from the three functions above, tradition is an identity that is owned by people who live or reside in an area.

While Culture According to Gunawan (2000), the word "culture" comes from the Sanskrit "Buddhaya", which is the plural form of "Budhi" (reason). So, culture is everything that is concerned with reason. In addition, the word culture also means "mind and power" or the power of the mind. So culture is all the power of the mind, namely creativity, taste and intention. According to the Big Indonesian Dictionary, culture means thoughts, reason, results, customs or something that has become a habit that is difficult to change. Culture is a way of life that develops and is shared by a group of people and is passed down from generation to generation. Culture is formed from many complex elements, including religious and political systems, customs, languages, tools, clothing, buildings, and works of art (Gunawan, 2000). Language, like culture, is an inseparable part of human beings, so many people tend to think of it as genetically inherited. When a person tries to communicate with people from different cultures and adjusts their differences, it proves that culture is learned

Culture is a complex that includes knowledge, beliefs, arts, morals, law, customs and habits carried out by a group of community members (Soekanto, 2009). Formulate as all the work, taste, and creation of the community. The work of the community produces technology and material culture or material culture that is needed by humans to control the natural surroundings so that their strengths and results can be devoted to the needs of society.

Ki Hajar Dewantara (1994) argues that culture means the fruit of human mind is the result of human struggle against two strong influences, namely time and nature which are evidence of the triumph of human life to overcome various obstacles and difficulties in life and livelihood in order to achieve safety and happiness in birth. orderly and peaceful. So, culture includes everything that is obtained or learned by humans as members of society. Culture consists of everything that is learned from normative patterns of behavior. That is, includes all ways or patterns of thinking, feeling and acting. A person who researches a particular culture will be very interested in cultural objects such as houses, clothing, bridges, communication tools and so on.

3. METHODS

This study uses a qualitative approach that is used to directly examine various field phenomena. Implications of Customs and Culture of the Regional Community in supporting tourism development in Katingan Regency. The research data are processed and interpreted in a comprehensive and in-depth manner and presented in a descriptive interpretative manner, so as to be able to describe research findings, conclusions and research recommendations in a valid and accurate manner according to scientific rules.

The population in this study is all indigenous peoples around the area in Katingan Regency. To facilitate the tracking of research data, the researchers set a sample. The sampling of the research was carried out by purposive sampling technique, namely the

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researcher deliberately appointed certain people who were easy to provide information for the smooth process of collecting data in this research.

As for the informants in this study were selected with certain considerations and objectives, then the sources of information as informants in this study were determined as follows:

1. The key informant is the Head of the Youth and Culture Office of the Katingan Regency Tourism Office.
2. The main informants are Cultural Indigenous Leaders in Katingan Regency.
3. The Ordinary Informant is the Head of POKDARWIS at the Tourism Object in Katingan Regency.

Data collection techniques carried out in this study consisted of the *in* research data collected consisting of 2 (two) types of data sources, namely:

1. Primary Data, is data obtained directly from informants or respondents as a source of data and research objects so that it is expected to provide an overview and information directly on the object under study. Informants or respondents are selected according to their capacity, authority and affairs.
2. Secondary data is supporting data obtained through archives from various related agencies and library references that can be used to obtain information in accordance with the problems studied.

Data collection was carried out using the following techniques:

1. Interview, namely by conducting direct interviews with informants related to this research, both structured and unstructured interviews.
2. Observation, namely making observations not only limited to human objects, but also conditions and situations in the area of study objects.
3. Documentation; namely tracking data that has been collected and processed by other parties in the form of documents from agencies and other parties related to research.

3.1 Data analysis

The process of data analysis activities in this study started from collecting data from data sources in the form of *observation* and documentation and individual in-depth interviews. For qualitative data, qualitative data analysis is carried out by collecting the results of interviews and then selecting and sorting the results of the interviews by comparing the phenomena found in the field, so that they become a single unit or series of sentences and important paragraphs from research informants, so that qualitative conclusions can be drawn.

The following are data analysis techniques used by researchers:

1. Data Reduction

Data reduction is not something separate from analysis. Data reduction is defined as the process of selecting, focusing on simplification, abstraction, and transformation of rough data that emerges from written notes in the field.

Data reduction activities are ongoing, especially during a qualitatively oriented project or during data collection. During data collection, there were reduction stages, namely making summaries, coding, tracing themes, creating clusters, partitioning, and writing memos.

Data reduction is a form of analysis that sharpens, categorizes, directs, discards unnecessary, and organizes data in such a way that conclusions can be drawn and verified. This data reduction or transformation process continues after the field research, until a complete final report is prepared.

2. Data Presentation

According to Silalahi (2009) data presentation is the second most important activity in qualitative research. The presentation of the data is as a collection of structured information giving the possibility of drawing conclusions and taking action. The presentation of data that was often used for qualitative data in the past was in the form of narrative text in tens, hundreds, or even thousands of pages. However, the large number of narrative texts exceeds the burden of human ability to process information. Humans are not sufficiently capable of processing large amounts of information; His cognitive tendency is to simplify complex information into a unified, simplified and selective form or configuration that is easy to understand.

Presenting data in qualitative can now also be done in various types of matrices, graphs, networks, and charts. They are designed to combine organized information in a coherent and easily accessible form. So, the presentation of the data is part of the analysis of the implications of local customs and culture in supporting tourism development in Katingan Regency

3. Draw Conclusions

The third analysis activity is drawing conclusions and verification. When data collection activities are carried out, a researcher begins to look for the meaning of things, noting regularities, patterns, explanations, possible configurations, causal pathways, and propositions. Conclusions that are not clear at first will become more detailed. "Final" conclusions will emerge depending on

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the size of the collection of field notes, storage, and retrieval methods used, the ability of the researcher to analyze the implications of local customs and culture in supporting tourism development in Katingan Regency.

4. RESULTS AND DISCUSSION

4.1 Tourism Development Policy

Public policy in development is a tool of an institutionalized community to achieve *social beliefs about its goodness*. Solving the problem in public policy proposed by Dunn (2003) there are several stages of analysis that must be carried out in this case the Public Policy of the Tourism Sector in Katingan Regency, namely:

1. Setting the Policy Agenda (Agenda Setting) This stage has 4 (four) stages, namely problem finding, problem definition, problem specification and problem identification. While the techniques that can be used to formulate problems are analysis of problem boundaries, clarification analysis, hierarchical analysis, and brainstorming, multi-perspective analysis, assumptional analysis and argumentation mapping.

Based on the results of research in the field that in determining the Tourism Development Policy Agenda in Katingan Regency as support from the Customs and Culture of the Regional community according to Mr. Risnadar, M. AP stated that

"We in making policies, especially tourism development policies, usually go through the preparation process involving stakeholders in accordance with their roles and authorities".

The same thing was conveyed by the Cultural Indigenous Leader in Katingan Regency, Mr. Ernes Nazaret, one of the Damang

"Yes, of course, in its implementation, the preparation is carried out with several approaches to the preparation of planning documents. The explanations for each of these planning approaches are: 1. The technocratic approach uses scientific methods and frameworks to achieve regional development goals and objectives, 2. The participatory approach is implemented by involving various stakeholders, 3. The political approach is implemented by translating the vision and mission of the head selected regions into the medium-term development planning document discussed together with the DPRD, 4. The top-down and bottom-up approach is the result of planning that is harmonized in development deliberations carried out starting from the village, sub-district, district/city, province, to national level"

The same thing was conveyed by the community, namely Mr. Yandi as a member of POKDARWIS Guru Langit

"In my opinion, the policy also pays attention to the fulfillment of the substance approach as well."

2. Policy Formulation At this stage, cost benefit analysis and analysis of decisions obtained from positions that cannot be determined and limited information can be used. This stage also uses forecasting procedures to solve problems that have consequences for each chosen policy.

Based on the results of research in the field that in determining the Tourism Development Policy Formulation in Katingan Regency as support from the Customs and Culture of the Regional community according to Mr. Risnadar, M.AP stated that

" Indeed, we usually see first whether it is a win-win solution or not, if it is a win-win solution, then the policy is a very appropriate solution."

The same thing was conveyed by the Cultural Indigenous Leader in Katingan Regency, Mr. Ernes Nazaret, one of the Damang

"In my opinion, this formulation should not be just a ceremony, but must be synchronized and synergized between regions, across time, between spaces and between government functions, as well as ensuring linkages and consistency between planning, budgeting, implementation, monitoring and evaluation of regional development as well."

The same thing was conveyed by the community, namely Mr. Yandi as a member of POKDARWIS Guru Langit

"Yes, we have to carry out the Formulation and get the benefits that people like us accept."

3. Policy Adoption in this stage is carried out with the following steps:
 - a) Identifying alternative policies carried out by the government to realize the desired future and is the best step in an effort to achieve certain goals for the progress of the wider community.

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Based on the results of research in the field that in determining the Adoption of Policy in Alternative Tourism Development Policies in Katingan Regency as support from the Customs and Culture of the Regional community according to Mr. Risnadar, M.AP stated that

"I think the objectives to be achieved from this activity are adjusted, including: a. Reviewing the development performance of Katingan Regency in recent years. b. Reviewing past financial performance and analyzing the regional funding framework for the next 5 (five) years. c. Formulate regional development problems based on regional development performance achievements in recent years. d. Formulate strategic development issues for the next five years by considering the internal and external aspects of Katingan Regency. e. Establishing medium-term development goals and targets as an elaboration of the vision and mission, accompanied by performance indicators and targets every year for 5 (five) years".

The same thing was conveyed by the Cultural Indigenous Leader in Katingan Regency, Mr. Ernes Nazaret, one of the Damang

"In my opinion, this policy adoption should ideally be adjusted by setting the Main Performance Indicators (IKU) and Key Performance Indicators (IKK) as benchmarks for assessing regional development performance".

The same thing was conveyed by the community, namely Mr. Yandi as a member of POKDARWIS Guru Langit

"Yes, it must be that the Policy Adoption is in accordance with this mechanism based on the aim of prospering the community and providing the best solution."

- b) Identifying certain and selected criteria to assess the recommended alternatives.

Based on the results of research in the field that in determining the Adoption of Policy to assess alternative Tourism Development in Katingan Regency as support from the Customs and Culture of the Regional community according to Mr. Risnadar, M.AP stated that

"I think this alternative selection will also adjust to the indicator that is commonly used to determine the macroeconomic growth of a region by looking at the Gross Regional Domestic Product (GRDP) of the region concerned. Economic growth in Katingan Regency can be seen from the value of GRDP which is calculated using two price approaches, namely current prices and increasing constant prices. The rise and fall of GDP is also known as economic growth. The rate of economic growth can be seen from the presentation of GRDP at constant prices because the effect of rising and falling prices has been eliminated or in other words, by using constant prices, the effect of inflation has been eliminated. The higher the increase in GDP, the higher the economic growth."

The same thing was conveyed by the Cultural Indigenous Leader in Katingan Regency, Mr. Ernes Nazaret, one of the Damang

"I think this policy alternative also needs to look at the distribution of GRDP in Katingan Regency on the basis of Current Prices by Business Field. From 2015 to 2020, it is dominated by 3 (three) categories of business fields, including: Agriculture, Forestry, and Fisheries Processing Industry; and Construction. The Agriculture, Forestry and Fisheries sectors are still the prima donna in the economy of Katingan Regency alone".

The same thing was conveyed by the community, namely Mr. Yandi as a member of POKDARWIS Guru Langit

"Yes, we the people also need to pay attention to alternative policies in terms of disaster, as before, the contraction of the national, provincial and Katingan economies is one of the impacts of the Covid-19 pandemic that has occurred since 2020."

- c) Evaluating these alternatives by using relevant (certain) criteria so that the positive effect of the policy alternative is greater than the negative effect that will occur.

Based on the results of research in the field that in determining the Alternative Tourism Development Policy in Katingan Regency as support from the Customs and Culture of the Regional community according to Mr. Risnadar, M.AP stated that

"Indeed, we usually see first whether it is a win-win solution or not. If it is a win-win solution, then the policy is a very appropriate solution to evaluate the alternative results."

The same thing was conveyed by the Cultural Indigenous Leader in Katingan Regency, Mr. Ernes Nazaret, one of the Damang

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"In my opinion, the chosen alternative policy is not just a ceremony, but must be synchronized and synergized between regions, across time, between spaces and between government functions, as well as ensuring linkages and consistency between planning, budgeting, implementation, monitoring and evaluation of regional development as well".

The same thing was conveyed by the community, namely Mr. Yandi as a member of POKDARWIS Guru Langit

"Yes, we have to implement the chosen alternative policy and there are benefits that people like us receive."

4. Contents of Policy (Policy Implementation) This stage is the stage of events related to what happens after a policy is established by giving authority to a policy by forming clear and measurable outputs.

Based on the results of research in the field that the Content of Tourism Development Policies in Katingan Regency as support from the Customs and Culture of the Regional community according to Mr. Risnadar, M.AP stated that

"I think the contents of the policy and the implementation of the policy are in accordance with the elaboration of the Vision, Mission of the Regional Head which is guided by the Regional Long-Term Development Plan and considers the Provincial Medium-Term Development Plan. In addition, the Strategy and Direction of Regional Development Policies, Description of Regional Financial Management, General Policies and Development Programs, Indications of Priority Program Plans and Regional Performance Indicators. The success and implementation of the Katingan Regency Tourism Development Policy is highly dependent on the mutual agreement, understanding and commitment between the Katingan Regency Government, Central Kalimantan Provincial Government and Central Government, as well as stakeholders in Katingan Regency and community participation".

The same thing was conveyed by the Cultural Indigenous Leader in Katingan Regency, Mr. Ernes Nazaret, one of the Damang

" In my opinion, in terms of the contents of this policy, it is appropriate and as far as I know, one of them is the Katingan Regent Regulation Number 17 of 2022 concerning the Implementation of Tourism Villages. in Katingan Regency".

The same thing was conveyed by the community, namely Mr. Yandi as a member of POKDARWIS Guru Langit

"Yes, the implementation of this policy will determine the outcome of the process. I have said that this is the main key to the development of tourism policy in Katingan."

5. Policy Evaluation (Policy Assessment) This stage is carried out an assessment of the policies that have been taken and carried out through the implementation process which is assessed in accordance with what has been determined and planned in the policy program.

Based on the results of research in the field that the Evaluation of Tourism Development Policies in Katingan Regency as support from the Customs and Culture of the Regional community according to Mr. Risnadar, M.AP stated that

" I think that currently the implementation of tourism policies has not been managed properly and optimally, so the contribution of this sector to the regional economy is still small. BPS Katingan Regency until 2017 has never released data on GRDP receipts from this sector. However, in the future, seeing the increase in tourist arrivals, both foreign and local, the Katingan Regency Government hopes that this sector will make a significant contribution to regional economic growth. The size of the development of the tourism sector in an area is seen through the increase in the number of visitors, regional taxes and levies, as well as the use of transportation services. seen through the number of PAD realizations from domestic tourist visits to Katingan Regency which were recorded only on certain objects, such as the Bukit Batu-Kasongan tourism object which was calculated from the number of entrance tickets sold. For foreign tourists, until now there is no data regarding the amount of tourist expenditure, length of stay, and contributions to PAD. On the other hand, the customs and culture of the regional community in supporting tourism development in Katingan Regency have been implemented where there are already villages that have proposed to become tourist villages at the same time it shows that the realization of the tourism area is supported by 100% achievements by traditional institutions in Katingan Regency.

The same thing was conveyed by the Cultural Indigenous Leader in Katingan Regency, Mr. Ernes Nazaret, one of the Damang

" I think at this time the policy has an impact on increasing national income and creating job opportunities and business opportunities for the community, tourism destinations can be developed

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to the greatest extent. In addition, tourism also plays a role in income distribution and supports the development and preservation of arts, culture and natural beauty in Katingan Regency. To achieve this, the Regional Government has tried to issue various policies in the field of tourism to attract tourists to come, both from within the country (domestic tourists) and from abroad (foreign tourists).

The same thing was conveyed by the community, namely Mr. Yandi as a member of POKDARWIS Guru Langit

“Yes, the implementation of this policy has been implemented. In general, it actually has great potential in the development of environmental and cultural-based tourism, especially when it is associated with its position and natural conditions. However, this potential has not been supported by the improvement of tourism facilities and infrastructure, human resources for tourism management, site protection and preservation of local culture, as well as an inventory of tourism potential data that has the potential to be developed, coupled with the COVID-19 pandemic that is currently engulfing the territory of Indonesia and one of them is Katingan Regency, then this has resulted in a decrease in the number of tourist visits to Katingan Regency, both domestically and internationally.”

In making and implementing policies there are several principles that must be considered, namely:

1. The existence of a goal, namely the existence of a goal to be achieved, through agreed efforts with the help of existing or necessary supporting factors.
2. There is a plan that is a certain tool or way to achieve it.
3. The existence of a program, which is a way that has been agreed upon and received approval and ratification to achieve the intended goal.
4. The existence of decisions, namely certain actions taken to determine goals, make and adjust plans, implement and evaluate existing programs.
5. Impact, namely the influence that occurs or arises from a program in the community (Subarsono, 2003).

Meanwhile, according to Sumarsono (2003), the Steps in Public Policy are as follows:

1. Identification of problems
Problem identification is looking for the problems encountered, then classified according to their type. This problem identification process is a very important initial step, which will determine the next steps. Then the problem is classified according to cause, source, type, and field. In identifying the problem, it must be equipped with data and facts in the field.
2. Alternative Determination
Determination of alternatives is to make several choices to solve the problem at hand. Determination of alternatives is a continuation of identifying problems where several choices are made in problem solving according to the type, source, alternative field that are determined, must be based on existing data and facts until the resulting solution is valid and can be accounted for.
3. Alternative Selection
Alternative selection is to determine the best option in solving the problem at hand. Of the several alternatives offered, after being analyzed based on facts and data, it is necessary to determine the best choice to be implemented and serve as a guide in taking the next action. Therefore, in determining the alternative, it must be based on careful consideration by taking into account the consequences and impacts of the chosen alternative. And most importantly the chosen alternative must be in accordance with the objectives to be achieved in solving the problem.
4. Alternative Application
The next step in decision making is the application of alternatives. Alternative application is implementing the best alternative that has been determined to solve the problem. The application of alternatives must be in accordance with the choice that is considered the best so that the existing problems can be solved effectively and efficiently and right on target.
5. Policy Evaluation
The final step that must be taken in making a decision is an evaluation of the decisions that have been taken. Decision evaluation is an assessment of the results achieved from the application of alternatives in solving problems and the consequences arising from these decisions (Subarsono, 2003) .

Based on the results and discussion above, it can be concluded that the Tourism Development Policy in Katingan Regency has been implemented and is supported by the Customs and Culture of the local community in supporting tourism development in Katingan Regency.

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4.2 Implications of Tourism Development Policy

Implication has a meaning, namely the impact or conclusion that is caused in the future that is felt when doing something. According to Islamy (2003, 114-115), implication is everything that has been produced by the policy formulation process. In other words, implications are the consequences and consequences arising from the implementation of certain policies or activities. According to Silalahi (2005: 43), implications are the consequences arising from the implementation of a program or policy, which can be good or bad for the parties who are the targets of implementing the program or policy.

Based on the results of research in the field that the Implications of Tourism Development Policy in Katingan Regency as support from the Customs and Culture of the Regional community according to Mr. Risnadar, M.AP stated that

"The current impact is that tourist visits are enough to bring changes in local socio-cultural values. Conservation efforts carried out by the community are by maintaining traditional buildings, preserving cultural arts through dance, arts, bamboo crafts, batik, and highlighting regional specialties. tourism in rural areas where the policy is regulated in the Katingan Regent Regulation Number 17 of 2022 concerning the Implementation of Tourism Villages then the second impact is that the community who originally had a livelihood as farmers turned to bamboo, batik, culinary, tourism, but the agricultural sector remains the focus for society. Agricultural products are utilized by developing traditional foods derived from local natural products. With tourism, it encourages the emergence of food management to increase added value for agricultural products, especially in Katingan".

The same thing was conveyed by the Cultural Indigenous Leader in Katingan Regency, Mr. Ernes Nazaret, one of the Damang

"Yes, it definitely has an impact, the first impact in my opinion is that the community can play an active role in the survival of the tourist village so that new jobs arise for the village community so as to improve the welfare of the community. And secondly, with the existence of a tourist area, the manager must explore and maintain the traditional and cultural values that they already have. A village will have an attraction if it has a unique culture and customs so that the community is required to be friendlier with the surrounding nature and take care of it as a component of a tourist attraction. The explanations for each of these planning approaches are: 1. The technocratic approach uses scientific methods and frameworks to achieve regional development goals and objectives, 2. The participatory approach is implemented by involving various stakeholders, 3. The political approach is implemented by translating the vision and mission of the head selected regions into the medium-term development planning document discussed together with the DPRD, 4. The top-down and bottom-up approach is the result of planning that is harmonized in development deliberations carried out starting from the village, sub-district, district/city, province, to national level."

The same thing was conveyed by the community, namely Mr. Yandi as a member of POKDARWIS Guru Langit

"In my opinion, this policy also has an impact on the sense of pride for the residents of Katinga to stay in their villages and encourages urban people, especially from Palangkaraya who are relatively better off economically, to enjoy going to Katinga Regency for recreation. And the second is the impact on maintaining family values. High family attitudes are manifested in daily activities in the form of mutual cooperation and active participation in social activities in the community. This participation reflects that people always live side by side in harmony and peace".

Culture is a way of life that develops and is shared by a group and is passed down from generation to generation, therefore culture is closely related to society. Every human being, no matter how his life will always create a habit for himself. The habit refers to a symptom that a person in his actions always wants to do things that are in order for him. Good habits will always be imitated and carried out by others, and over time it becomes entrenched in society as a community tradition/custom. These customs bind everyone in the community to act or act.

Lothar Schreiner defines custom as an attitude (behavior), habits and customs that are in accordance with norms that are passed down from generation to generation. This is because it happens repeatedly that it gets the nature of "already existing" and it makes the customs and habits acquire the status (status) as something that is binding, which is inevitable both for a group and for individuals. According to P. Tanamal, adat is the spiritual heritage of the community which is ritualized over and over again, so that its meaning is understood and absorbed from generation to generation. For this reason, customs need to be considered and preserved. In simple terms it can be said that adat includes all regulations, legal methods and various obligations stored in adat, and everything related to traditions that are passed down, since from the datuk which is a legacy of belief that has become one's property. Meanwhile, according to Koetjaraningrat. Adat is an ideal form of culture which usually functions as

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a code of conduct, which regulates, controls and gives direction to the life attitude of human actions in society, by itself the cultural values passed down from the ancestors need to be preserved and preserved for the benefit of the next generation. Culture is not a negative thing, but in culture there are important elements that can be used as a regulator of the norms of human life.

The main principle of tourism policy is to ensure that the country (region or region) can get the maximum benefit from the economic and social contribution of tourism. The ultimate goal of tourism policy is to improve the progress of the nation (region or region) and the lives of its citizens. In line with the opinion of Paul S. Biederman, then Kettler (2015), explains that: Tourism policy is basically the promotion of industries related to the tourism sector and driven by demand. This is a multifaceted promotion policy that has the character of an overall economic policy. The rationale is that tourism policy as part of state policy has positive externalities on economic development.

In general, tourism policies are part of state policies that have a positive effect on regional conditions and economic growth. Tourism policies in Indonesia are regulated in Law Number 10 of 2009 concerning Tourism which aims to make changes in the tourism sector carried out systematically, planned, integrated, sustainable, and responsible while still providing protection for religious values, culture that lives in society, environmental sustainability and quality, and national interests.

Therefore, this study will look at the suitability of the implications of cultural customs through the development of cultural tourism in Katingan Regency and in order to maintain the continuity of development and avoid vacancies in regional development plans, as material for the preparation of the government's general policy.

Based on the results and discussion above, it can be concluded that the implications of cultural customs through the development of cultural tourism in Katingan Regency are in the form of results in the field, among others:

1. Preservation of local culture and customs, namely tourist visits which bring quite a lot of changes in local socio-cultural values. Conservation efforts carried out by the community are by maintaining traditional buildings, preserving cultural arts through dance, arts, bamboo crafts, batik, garden tours, and highlighting regional specialties.
2. There is a change in people's livelihoods where, people who originally had a livelihood as farmers turned to bamboo craftsmen, batik, culinary, garden tours and white-water rafting, but the agricultural sector is still the focus of the community. Agricultural products are utilized by developing traditional foods derived from sweet potatoes. With tourism, it encourages the emergence of food management to increase added value for agricultural products.
3. The community can play an active role in the survival of the tourist village so that new jobs arise for the village community so as to improve the welfare of the community.
4. With the existence of tourist areas, managers must explore and maintain traditional and cultural values that they already have. A village will have an attraction if it has a unique culture and customs so that people are required to be friendlier with the surrounding nature and take care of it as a component of a tourist attraction.
5. It creates a sense of pride for the villagers to stay in their village and encourages urban people, especially those from Palangka Raya City, who are relatively better off economically, to enjoy going to Katingan Regency for recreation.
6. Maintaining family values High kinship attitudes are manifested in daily activities in the form of mutual cooperation and active participation in social activities in the community. This participation reflects that people always live side by side in harmony and peace.

5. CONCLUSION

Based on the results of the research and discussion above, this research can be concluded that the Tourism Development Policy in Katingan Regency has been implemented and is supported by the Customs and Culture of the local community in supporting tourism development in Katingan Regency. While the implications of cultural customs through the development of cultural tourism in Katingan Regency in the form of results in the field include:

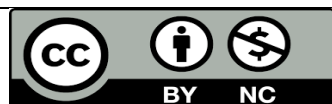
1. Preservation of local culture and customs, namely tourist visits which bring quite a lot of changes in local socio-cultural values. Conservation efforts carried out by the community are by maintaining traditional buildings, preserving cultural arts through dance, bamboo handicrafts, batik, garden tours, and highlighting regional specialties.
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3. The community can play an active role in the survival of the tourist village so that new jobs arise for the village community so as to improve the welfare of the community.

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4. With the existence of tourist areas, managers must explore and maintain traditional and cultural values that they already have. A village will have an attraction if it has a unique culture and customs so that people are required to be friendlier with the surrounding nature and take care of it as a component of a tourist attraction.
5. It creates a sense of pride for the villagers to stay in their village and encourages urban people, especially those from Palangka Raya City, who are relatively better off economically, to enjoy going to Katingan Regency for recreation.
6. Maintaining family values High kinship attitudes are manifested in daily activities in the form of mutual cooperation and active participation in social activities in the community. This participation reflects that people always live side by side in harmony and peace.

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