

Tope Fabric Preservation Strategy As Cultural Tourism Objects Of Jeneponto District

Suardi^{1*}, Eva Fachria²

{Suardi@polimedia.ac.id¹, eva_fachria@polimedia.ac.id²}

Graphic Engineering Department, Politeknik Negeri Media Kreatif, Makassar, Indonesia ^{1,2}

Abstract. Tope cloth is a woven fabric made by crafts Jeneponto's signature hand which has tourism potential and terms of meaning in the life of the Jeneponto people which is a mandatory item in every home in Jeneponto Regency which is threatened with extinction due to eroded by time. This study aims to find out appropriate and effective strategy in an effort to preserve cloth and the discovery of new strategies in the effort fabric preservation. This research was conducted in the district Jeneponto in April to October 2022 with using qualitative methods, in addition to This research requires data analysis techniques with using SWOT Analysis. The results of the study obtained effective strategies and right in preserving Tope Weaving Fabrics as Cultural heritage in Jeneponto Regency.

Keywords: Tope Cloth, Cultural Tourism, Jeneponto

1 Introduction

Jeneponto Regency is one of the regencies with a distance of approximately 85 kilometers to the south of Makassar City with a travel time of about 2 hours 30 minutes by land vehicle from Makassar City, besides that Jeneponto Regency is also a Trans Sulawesi route that connects several regencies next door. South of Makassar City so that users of land transportation routes often make Jeneponto Regency a place to rest and become a tourist spot for residents of Makassar City and its surroundings because of its relatively close distance and easy to reach from Makassar City. Based on Central Statistics Agency data on Jeneponto in Figures in 2021, Jeneponto has an area of 749.79 km² with an area bordering Takalar and Gowa Regencies in the north, Flores Sea in the south, Bantaeng Regency in the east and Takalar Regency in the east [1], the west. With a landscape that is divided into three dimensions, namely sea/coastal, lowland and highland/mountains. With this geography, the tourism potential is very potential and has the potential to develop if it is managed and has the support of the relevant stakeholders.

Of the 11 sub-districts in Jeneponto Regency, there is a huge diversity of tourism potential that can be explored and developed with various segments and fields, ranging from Culinary, Culture and Nature found in various places in Jeneponto Regency which are very interesting to visit by tourists both domestic and foreign. This attraction is in accordance with [2] which distinguishes it into 3 parts, namely: natural attraction, cultural attraction, and special interest attraction. Natural attractions in tourist destinations are tourists visiting tourist areas because they are interested in nature, for example, beaches, seas, forests, valleys, waterfalls and other natural objects. There is also a cultural attraction, namely a person/group of tourists visiting a place because there is a unique or distinctive culture, this is usually in a cultural village or community, besides that there is a special interest attraction where tourists visit because of certain interests such as culinary, spiritual tourism, and tourism. etc.

One of the cultural treasures at the same time is a unique and interesting thing to study from various things found in Jenepnto Regency, namely cultural tourism that is found in those that have a unique culture that is not found in other areas, namely Tope Fabrics made by craftsmen in Jeneponto Regency with traditional embroidery. which contains meaning as well as being the identity of the meaning requirements for every household in Jeneponto Regency.

Tope cloth in Jeneponto society in traditional society is a shroud made with cotton fibers by traditional craftsmen, but it is unique where every corpse in Jeneponto Regency who dies is obliged to be kfanied with Tope cloth so that it becomes a disgrace if this is not done. In addition, another unique thing about Jeneponto Culture is that in every household, it is something that must be kept in every house where the occupants of the house are humans who prepare themselves for death which will surely happen to everyone. Likewise, in the case of a wedding party that involves the bride and groom / residents of Jeneponto in the delivery of the groom to the woman, tope cloth is mandatory to be handed over to the prospective in-laws as a symbol of the independence of an independent and religious man.

Seeing the function and role of Tope cloth in Jeneponto Regency is a very sacred and important thing in the life of the Jeneponto Regency community, but along with the development of the era, the existence of Tope cloth which is traditionally produced is starting to be threatened due to the manufacturing process which takes a long time, which is 7 to 10 days for one piece of tope cloth and is considered to be something that is less attractive because of the lack of creation and utilization of tope cloth that does not develop with the times so that craftsmen cannot make it a promising profession because the distribution and utilization of tope cloth has not been maximized. . Another thing that threatens the existence of Tope cloth as a cultural heritage is because the younger generation does not get early education related to Tope cloth in society, while according to [3] that basically the preservation of woven cloth crafts and other handicraft cultures will be sustainable if learning related to culture is carried out as early as possible.

In addition, the existence of tope cloth has not been able to be created by craftsmen / weavers into attractive and unique clothing materials, even though if you look further at other places tope cloth can be developed into clothing materials that can be combined with other materials such as ulos cloth in Sumatra, as well as cloth. Ikat weaving of East Nusa Tenggara so that tope cloth can continue to be a unique craft and culture that is preserved in Jeneponto Regency as well as providing benefits for the people of Jeneponto Regency. Based on the foregoing, the author is called to find a Tope Fabric Preservation Strategy as a Cultural Tourism Object in Jeneponto Regency.

2 Research Methods

2.1 Time and Place of Research

Research on the preservation strategy of Tope Weaving as tourism The culture is carried out in Datara, Tolo and Rumbia Villages, Jeneponto Regency which is held from April to October 2022.

2.2 Research Method

This study uses a qualitative method, namely a method that used to describe and analyze phenomena, events, activities social, attitudes, beliefs, perceptions and humans, in terms of individual aspects and groups. Because in this study using quantitative method, in collecting data using several techniques namely interviews, direct observation, and documentation.

In addition, this research requires data analysis techniques with using SWOT Analysis. According to [4], the SWOT analysis is the process of systematically identifying various factors in formulate strategy. SWOT analysis is this analysis known as the name SWOT analysis because it stands for Strength (Strength), Weaknesses (Weaknesses), Opportunities (Opportunities), and Threats (Threats), which can logically maximize opportunities, but simultaneously can minimize weaknesses and potential threats [4]. SWOT analysis This is done by analyzing the current situation and condition of Tope cloth thoroughly descriptive, then put these situations and conditions into input factors, and grouped according to their respective contributions.

3. Result and Discussion

The process/flow of research on the preservation strategy of Tope Weaving cloth in Jeneponto is carried out through several stages, namely:

- a. Time researchers conducted field observations in Jeneponto Regency to obtain adequate information about all aspects related to Tope Fabrics.
- b. After conducting field observations and reference studies as secondary data, the researcher continued with data analysis to find the right strategy for preserving Tope Fabrics in Jeneponto Regency.
- c. Preparation of Research Reports based on the results of data analysis
- d. Carry out research publications
- e. Regarding the preservation strategy of Tope Fabric which is considered appropriate from the results of this study, it is given to related parties and the next author is involved in assisting the assisted communities as institutional partners, in this case the Creative Media State Polytechnic.

The process/flow is presented in the following diagram:

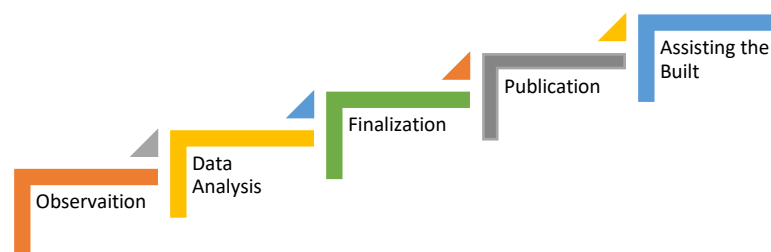


Figure 1. Research Process/Flow

From this research, several alternative forms/strategies were obtained in an effort to preserve the Tope Weaving cloth in Jeneponto, namely as follows:

- a. Creation of creative and innovative patterns and motifs.

Tope fabrics in the Jeneponto Regency community have been developed by craftsmen in the form of pattern and motif creations but are still monotonous in plaid motifs-so the authors found the first conservation strategy, namely by creating more varied patterns and motifs, for example in the form of more modern and attractive Ecoprints such as following image.



Figure 1. Ecoprint creation

- b. Redesign/redesign and fabric tope combinations
After making interesting creations, tope cloth can be sustainable, it must go hand in hand with increasing the use of tope cloth in daily life both in the world of work in government and private industries so that the solution for this is done by creation and combination into work/office clothing designs that automatically increase demand. Tope cloth in Jeneponto Regency.
- c. Promotion
The role of promotion is very important to attract people's interest to use Tope cloth in everyday life, of course with the availability and convenience of using Tope cloth.
- d. Marketing/marketing
In addition to efforts to use tope cloth within the Jeneponto district, it is necessary to expand marketing outside the Jeneponto district with good and adequate management and marketing strategies.

Briefly and clearly related to the conservation strategy of Tope cloth in Jeneponto Regency, it is presented in the following picture:



Figure 2. Tope Cloth Preservation Strategy

There are also benefits from this research, namely:

- a. It can be used as a reference for tope cloth craftsmen to develop the quality of tope cloth weaving to make it more useful and have a higher selling value without abandoning the main function of tope cloth.
- b. For fellow lecturers who will conduct further research, it can be used as a reference basis for further research, especially for lecturers of the PSDKU Makassar Graphic Design Study Program.

4. Conclusion

The process/flow of research on the preservation strategy of Tope Weaving cloth in Jeneponto is carried out through several stages, namely:

1. observation
2. Data analysis
3. Report Finalization
4. Research publications
5. Assistance for Fostered Communities

From this research, several alternative forms/strategies were obtained in an effort to preserve the Tope Woven Fabric in Jeneponto, namely as follows:

1. Making patterns and motifs that are creative and innovative.
2. Redesigning/redesigning and combining top fabrics
3. Promotion
4. Marketing / marketing

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