



Local Community Development in Kuantan Singingi Regency

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Abstract

Local community development is one of the most important elements of overall economic development. The level of human-oriented development to form an entrepreneurial spirit, which is closely related to the human resources available in a region, has a huge impact on the speed and structure of rural economic growth. The role in the development of the local community is the main key to the success of the village. The entrepreneurship model is an alternative solution in building community welfare. The role of the government in providing attention can support and create job opportunities in rural areas. The purpose of this article is to examine the development of local communities based on the principles of entrepreneurship from the condition of tourism and culture on the track. in Kuantan Singingi Regency.

Keywords: *Development, Local Community, Community Development, Local Empowerment, Kuantan Singingi Regency*

1. Introduction

Among the various cultural expressions found in Indonesia, one that continues to develop to this day is the Riau Malay culture. This culture is an important component of Indonesia's national culture, in addition to other regional cultures. While Riau's Malay culture has been influenced by external factors, its basic structure remains intact. Characterized by its openness, accommodation, and adaptability, this culture is deeply rooted in religious values, customs, and traditions. This has proven its capacity to inspire the people who support it in nation building. Therefore, the values embedded in Riau Malay culture must be preserved and further developed to stimulate the growth of national culture.

Of the many regional cultures that have enriched national culture, one of the prominent traditions is Pacu Jalur, which is practiced by the people of Rantau Kuantan Riau. This tradition continues to be preserved by the locals to this day. The local wisdom of the people of Kuantan Singingi Regency is the Pacu Jalur Tradition that embodies significant cultural values and represents the old heritage in the people of Rantau Kuantan Riau.

According to Weber, the concept of public administration cannot necessarily be practiced in its entirety and in accordance with the context to solve public administration problems in various regions, both developed and developing countries, including one of them in Indonesia. Because Indonesia itself has quite unique characteristics and is different from other countries both in terms of social society, ethnicity, customs, geography, and also the existing cultural pluralism. So whether these teachings are able to face problems at the local bureaucratic level in Indonesia. The failure was triggered by the

failure of western concepts, theories and practices of public administration in responding to local culture/local wisdom which is part of the indigenous. In developing countries, there are many western model public administration practices that are considered less relevant [1]; [2]; [3].

Local wisdom or often called local wisdom can be understood as a human effort by using his intellect (cognition) to act and behave towards an object or event that occurs in a certain space [4]; [3]. In general, local wisdom emerges through a process of internalization over a long period of time and lasts for generations as a result of the interaction between others and their environment.

2. Research Methods

In this study, the design used is a qualitative approach in the context of comprehensive exploration in the development of local communities with the aim of improving the welfare of local communities. By summarizing data in the form of interviews, observations and literature reviews from various sources. The validity of the data is triangulated, both in terms of honesty, data sources, methods and theories. So that to obtain research results by data analysis with a linear and hierarchical approach.

3. Results and Discussions

Society has various ways to accept and make peace with the times. Education and awareness about the changing times can play an important role in helping them understand the changes. In addition, flexibility and adaptation are key in dealing with these changes, which can include changing old habits, responding to new opportunities, or even trying new things. Dialogue and participation in the

process of social change allows the community to have a voice in the direction of the change. The preservation of cultural values can also be an important aspect, allowing people to feel connected to their cultural roots while facing the changing times. Social support from family, friends, or the community also plays an important role in helping individuals cope with change. Meanwhile, involvement in decision-making that affects their lives gives people a sense of ownership over the change. A clear and fair legal context is a stable basis for dealing with change, especially when the change affects their rights. New education and skills can provide society with the tools needed to cope with changing times. Finally, finding a balance between tradition and innovation is a challenge in itself, where societies seek to maintain important cultural values while remaining open to beneficial change. In these various ways, people respond and adapt to the times according to their own context and values.

The law has a central role in protecting the rights of local communities that may be threatened by social and cultural changes. This includes the recognition of property rights, rights to natural resources, and cultural rights inherent in indigenous peoples. Wise and fair legal arrangements are also important in regulating social and cultural change. Regulations and policies that can accommodate change while maintaining the rights of local communities need to be developed and implemented. Recognition of customary law is also key in bridging the differences between customary law and national law in the context of local community adaptation. The Constitutional Court has an important role in recognizing and defending customary law within the framework of national law.

Customary law has great potential to support social and cultural change in local communities. First, the formal recognition of the cultural identity and traditions of local peoples in customary law creates a strong legal foundation to protect and preserve their cultural heritage during the process of change. Furthermore, customary law can be adjusted or reinterpreted to create internal regulations that are in accordance with the needs and values of society in the face of social and cultural changes. Additionally, customary law often has traditional mechanisms for resolving conflicts, which help in dealing with conflicts that arise during social change and creating stability. Customary law can also be used to regulate the sustainable use of natural resources, which is a key factor in dealing with environmental change. In addition, the regulation of land and property ownership in customary law can be adjusted to changes in ownership or use of property related to social and cultural changes.

Social and cultural change is a phenomenon that has long been the focus of attention in the social sciences. Social change, which includes transformations in values, norms, social structures, and cultural practices in a society, has been the subject of in-depth study. Ritzer and Stepnisky [5] define social change as "the process of change in social structures, values, norms, and social institutions in society". On the other hand, Appadurai [5] cultural change involves "a shift in cultural practices, symbols, and values recognized by a social group".

The facilities owned by each village are different so that the role of youth in functioning and utilizing facilities is able to encourage in developing the potential of each village. The role of the village government in encouraging village entrepreneurship is manifested in the form of facilities in the form of equipment and in the form of training to increase the interest of the village community, especially the youth so that they are interested in developing their business units[6]

The efforts made by the Kuantan Singingi Regency Government in increasing the Regional Original Revenue (PAD) from the Pacu Jalur tourism sector, including the following:

1. The factor is the lack of regulation in the form of a Regional Regulation (PERDA) to prepare the Regional Tourism Development Master Plan (RIPPARDA) as stipulated in the provisions of the National Tourism Law, in addition to the PERDA on Regional Taxes and Levies and Tourism Businesses. The absence of guidelines in preparing this tourism development plan has caused the Kuansing Regency Disparpora to seem less initiative, rigid, sporadic and patchy in carrying out tourism development and the development of Pacu Jalur tourism events programmatically, which in turn the receipt of Regional Original Revenue (PAD) does not reach the set target.
2. Budget Constraints Factors Development funds allocated for the development of tourism in the Kuansing Regency area in general and the development of the Track Race Tourism event in particular, so that efforts to explore and develop the potential and other tourist attractions are difficult to do. The financing of the Pacu Jalur Tourism event still depends on subsidies from the Regency Government Budget and contributions or grants from elements of the Riau Provincial government, stakeholders and community donations. The Pacu Jalur Party which is held every year costs a considerable amount, but the income from the competition and the income of other tourist objects and attractions has also not been able to boost the PAD of

Kuansing Regency in the last 1 decade.

The impact of tourism (Pacu Jalur) on the economy can be positive and can be negative. Cohen [7] explained that in general these impacts can be grouped as follows:

- a. Impact on foreign exchange receipts
- b. Impact on community income
- c. Impact on job opportunities
- d. Impact on prices and rates
- e. Impact on the distribution of benefits and benefits
- f. Impact on ownership and control
- g. Impact on development
- h. Impact on government revenue.

The dynamics of local community development consist of various aspects that are interconnected and affect each other. Here are some of the important aspects that have been identified:

1. Community Empowerment; Community empowerment is a process that puts the community as the main party in development. The community is empowered to make optimal use of their resources and be fully involved in the production mechanism. The ultimate goal is to make the community more complex, grow local institutions, and improve the quality of community organizations.

According to [8]; [9], Cultural development can be grouped into businesses that by their nature can be divided into five groups, namely:

1. Maintenance, care and restoration
2. Excavation and study
3. Packaging of cultural information and its dissemination
4. Stimulation of innovation and creation
5. The formulation of the nation's ideal values and their socialization.

The purpose of the coaching is to "strengthen the nation's identity", strengthen the nation's resilience", increase historical awareness, and facilitate cultural dialogue" [8].

Challenges in empowering local communities include the following:

- a. The strong cultural influence in the region with various traditions so that the introduction of new values is followed by a form of parochial loyalty, while in another part community groups that rely on traditional values become very sensitive to the continuity of their identity as one of the community groups that support a value system.
- b. The large role of the bureaucracy (as the personification of the State) is strengthened, the role of the individual bureaucracy emotionally and culturally has a very close

attachment with officials in the regions (upper level government) so that the space for community participation narrows.

- c. The influence of the orientation of the ruling local elite through the formulation of every policy that is dominated by it so that inequality arises in its implementation, such as the thickening of KKN behavior in the local government environment and the peodalistic attitude in the form of sectoral egos and individual cults, so that local people tend to be more resigned to every policy taken by the government elite.
- d. The struggle for power among the local elite competes for the influence of society which is carried out through family relationships and limited ties, so that the mind and bonds are limited, so that the mind and community participation do not develop because of the psychological pressure as a result of the influence of the elite who compete for power

The four points above are challenges that can hinder the empowerment of local communities in the realization of broad, real and responsible autonomy.

2. Local Wisdom; Local wisdom is the basis for the economic development of the community in rural areas. Local wisdom emphasizes the balance between meeting the needs of human life with nature conservation. Economic development must pay attention to local wisdom as the basis for the implementation of development. Local wisdom which is part of local culture or regional culture, as something that is distinguished from national culture. The cultural identity of the Indonesia nation (in the meaning of Indonesia's national culture) has two sides, namely everything that is created in the context of Indonesian. The meaning is from the time of the National Movement, until now; and the cultural peaks that are raised from the various traditions of the ethnic groups in Indonesia, which are accepted as the common property of the entire Indonesia nation. As for what is faced today, the two substances of Indonesia culture now tend to be somewhat less known by the public, including by the younger generation, this happens due to the entry of popular culture with related connotations as part of Global Culture [8]; [9]. Cultural development is carried out by instilling awareness of the importance of culture and local wisdom for people's lives. With this awareness, it is hoped that the wider community will feel possessed and proud of their culture. The awareness instilled in the community must be sustainable for generations.

3. Local Politics; Local politics is very important in the development of local communities. Development starts from the lowest level, namely villages or rural communities. Government programs that provide fresh funds every year to villages throughout Indonesia are an indication of the importance of building communities at the village level to be independent and productive.

Challenges that can be obstacles and result in difficulties for people in the region to articulate their interests, among others, because:

- a. The weak bargaining position of the regions in dealing with the central government.
 - b. The narrow participation of the district community is controlled by the local government.
 - c. Weak aging resources in the region.
4. Manifestation of Local Culture; The embodiment of local culture is found in tradition, religion, social, technology, and art. The Pacu Jalur in Kuantan Singingi Regency provides a model for preserving local culture. Local culture that is manifested in tradition and social is an important part of the development of local communities. Local wisdom is part of a culture that has high value, or contains noble values. The culture that is created shapes and grows their identity as a whole human being. Everyone has an identity built by their culture, and local wisdom is present in the culture that forms that human identity.
 5. Community Participation; The community plays an active role in the development process, from preparation to implementation and maintenance. They hold coordination meetings with the government and NGOs to determine development programs that suit their needs. Local communities play an important role in determining people-centered development programs.

Some opportunities that can support in empowering the social community include:

- a. The central government has tried to give flexibility to local governments to regulate their own households where openness and democratization are very prominent. In essence, democracy is an important element that cannot be left out to empower the community, especially the local, because "democracy" is a key word where in the development of democracy must eliminate pedagogic attitudes and excessive intervention.
- b. Economic development has created

opportunities for people to build themselves. A strong economic structure is an important capital to build community independence and self-reliance.

- c. The results of development in the field of education have created a critical and responsive society, to politically achieve independence.

With the dynamics of local community development, it can be seen that various aspects such as empowerment, local wisdom, local politics, and community participation are interconnected and contribute to sustainable and community-based development.

In general, the regional development strategy is to develop employment opportunities for the existing population and efforts to achieve economic stability, as well as to develop a diverse economic base and employment opportunities[10].

Community participation in decision-making of human resource development programs is a form of community concern for the implementation of development [11]

Development in general is synonymous with the process of planned change or improvement of conditions towards a better direction. Development is an effort to achieve progress for humanity in general, development is often associated with the achievement and improvement of economic welfare. Development is a change in meeting needs in improving the quality of life[12]. Economic growth is one of the important indicators in assessing the performance of an economy, especially to analyze the results of economic development that has been carried out by a country or a region[13][14][15][16].

4. Conclusion

Based on the results of the analysis, it can be concluded that conditions can be created that allow to achieve the goal of developing local economic resources, namely increasing competitiveness and community welfare.

Local communities are basically dynamic, the local community always experiences continuous social changes in accordance with internal challenges and external forces that affect it.

The existence of local culture does not always have to be interpreted as a factor inhibiting development. Even within certain limits, local culture is seen to play a positive role in encouraging the pace of development and changes to a more modern world. Regional Customary Institutions as a form of local wisdom in the people of Kuantan Singingi Regency

who have the power to move the community in development.

The Path Race Celebration directly has a positive effect on Development in improving the community's economy, because every Path Race activity can present a very large number of Kuantan Singingi Communities. So that the economic turnaround from the implementation of the Pacu Jalur as a Local Cultural Tourism Event directly has substance for local community development.

Development in the theoretical and practical order has been conceptualized using a top-down approach and oriented towards economic growth. Thus, both in concept and process, government elites, political elites, entrepreneurs, and development practitioners deliberately shackle democracy and majority community participation, creating dependency, and not lasting long.

The role of local wisdom has a great influence on the development of local communities, which means that there is a significant influence of the local wisdom of Pacu Jalur culture on the economic development of local communities. This shows that local wisdom is a factor that determines the economic development of local communities in Kuantan Singingi Regency.

The Pacu Jalur Festival can improve the economy of the local community in several ways:

1. Increased Buying and Selling: In the implementation of the festival, the local community makes services such as spectator stands, parking lots, and others, which increases buying and selling activities in the area. They not only squander money, but also make money while watching.
2. Opening Business Opportunities: Regional events such as the Pacu Jalur festival open up new business opportunities, stimulate the economy, and increase the income of MSMEs (Micro, Small, and Medium Enterprises).
3. Increasing Revenue: Last year, the turnover of money during the National Track Race Event reached 94 billion. By increasing the number of participants and increasing shopping activities, the festival can further increase the income of the local community.
4. Promotion of Culture and Tourism: The Pacu Jalur Festival also serves as a momentum to promote local culture and tourism. Thus, the festival can increase the number of tourists coming to the region, increasing income through lodging and shopping.

The efforts of the Kuantan Singingi Regency Government in increasing the development of local communities at the Festival Pacu Jalur through several ways:

1. Culture and Tourism Promotion: The Kuantan Singingi Regency Government has promoted the Pacu Jalur culture in front of thousands of participants from 33 countries in Denpasar Bali, with the aim of bringing in tourists from abroad and improving the economy of the local community.
2. Increased Buying and Selling: Last year, the turnover of money at the National Event of the Pacu Jalur reached 94 billion. By increasing the number of participants and increasing shopping activities, the festival can further increase the income of the local community.
3. Infrastructure Development: The development of connecting infrastructure and economic facilities can improve the convenience and quality of life of the community, thereby improving the quality of community development.
4. Community Empowerment: The Kuantan Singingi Regency Government strives to improve the quality of education and human resources, as well as provide targeted assistance and accurate information, to improve the community's ability to develop themselves.
5. Teamwork: The Kuantan Singingi Regency Government plans to carry out more intensive cooperation with the village government and the community, as well as conduct better supervision, coaching, and training, to improve the quality of community development.

Thus, the efforts of the Kuantan Singingi Regency Government in improving the development of local communities in the Festival Pacu Jalur through various integrated and sustainable ways.

The Local Community-based Local Community Development Model at the Track Race Festival in Kuantan Singingi Regency involves several important elements, such as:

1. Infrastructure Development: The development of connecting infrastructure and economic facilities can improve the convenience and quality of life of the community, thereby improving the quality of community development.
2. Pentahelix Cooperation: The pentahelix model of 5 stakeholders, namely academics, government, business people, society, and the media, plays a significant role in the development of community-based tourism. Each stakeholder has a specific role, such as academics in tourism planning, the government in policy-making, business people in creating added value, the community in managing tourism potential, and the media in promoting and informing.

3. Technology Strategy: Technology strategy involves aspects of exploiting, developing, and maintaining a company's capabilities and knowledge. Developing a long-term technology strategy forces the company to re-analyze its products and production technologies as the basis of its operations.
4. Development of Local Wisdom: The Pacu Jalur Festival can be used as a momentum to promote local wisdom, such as the Pacu Jalur tradition which is thick with local wisdom. This is a special attraction for tourists, both local and foreign.
5. Social and Economic Influence: The Track Race Festival has a significant influence on the social and economic of the community. The community can get along with each other and increase the sense of family, while from an economic point of view, this festival can increase people's income through the sale of products and services.

Thus, the local community-based local community development model at the Festival Pacu Jalur in Kuantan Singingi Regency involves cooperation between the government, the community, and business people in developing infrastructure, technology strategies, and the development of local wisdom, and has a significant influence on the community's social and economic.

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