

Exploring the Potential of Fanten Culture as a Cultural Tourism Attraction: A Case Study of Kipai-Wailigi Village, Patani District, Central Halmahera Regency

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ABSTRACT

Exploration is an activity to search and explore knowledge about an object or condition in depth to obtain new knowledge, so that a concept of cultural potential cannot be far from tourist attractions. The concept of cultural tourism attractions results from human creativity and taste and will manifest in the form of works of art, culture and tradition. The Fanten Culture in Kipai and Wailigi Villages, Patani District, Central Halmahera Regency, is a tradition of the local community to commemorate the Prophet Muhammad's Birthday. This study aims to explore Fanten's cultural potential and discover what factors are included in the Fanten culture as a cultural tourism attraction. This study uses a qualitative approach, namely producing a description of a picture sourced from various informants and community behaviour when the Fanten Cultural celebration is carried out in the community. The approach used in this study is descriptive research to present a picture of the details of the Fanten Customary Culture problem situation by the Patani Community in Fanten Customary activities. The study's results indicate that the Fanten Culture has a significant influence because it contains the value of friendship between Village Communities who continue to maintain the tradition.

INTRODUCTION

Exploratory research attempts to explain or describe phenomena where researchers do not yet have a direction or explanatory map of the phenomena they are facing. Exploratory data collection is a kind of data collection that answers questions that interest researchers. Exploratory research explores or introduces specific symptoms. In this study, theoretical references are not yet needed, and hypotheses have not yet been used (Kultar Singh in Bambang Mudjiyanto, 2018). However, exploration is exploring knowledge about an object or condition in depth to obtain new knowledge so that a concept of cultural potential cannot be far from tourist attractions.

Indonesian culture shows the extraordinary diversity of tribes, religions, and languages that live in the Indonesian archipelago. Indonesia has a unique and complex cultural identity thanks to its natural beauty and long historical heritage. The definition of Indonesian culture includes not only art, customs, or food but also social, religious, and philosophical principles that influence the daily lives of Indonesians. Various perspectives must be taken to improve our understanding of Indonesian culture (Purwanto in Anisa Fadila, 2023). Culture also forms social groups; people with the same culture tend to form close-knit communities and feel connected, which creates a strong sense of group identity and strengthens social relationships between individuals.

Development of Tourist Objects and Attractions. Attractions in tourist objects are one of the main assets that must be owned to improve and develop Tourist Objects and Attractions (Devy et al., 2017). So that the Fanten

Culture becomes a special moment whose existence is a Cultural Tourism Attraction. Fanten is a tradition and custom inherited from ancestors from generation to generation that is still attached and continues to be carried out by the Patani Community in Central Halmahera Regency. Fanten is held every year when the Prophet Muhammad's Birthday Month arrives, and the Wailegi Village and Kipai Village Communities always await it.

Definition of Culture

Culture is defined as a way of life for people passed down from generation to generation through various learning processes to create a particular way of life that best suits their environment. Culture is a pattern of shared basic assumptions learned by groups through solving problems of external adaptation and internal integration. An organised group of people with the same goals, beliefs and values can be measured through their influence on motivation (Michael Zwell in Kamil, 2022).

Cultural Tourism Attractions

The development of Tourist Objects and Attractions (ODTW), the primary driver of the tourism sector, requires cooperation from all stakeholders, including the community and government, as well as direct cooperation from business circles and the private sector. By its duties and authorities, the government is a facilitator who has a role and function in making and determining all policies related to the development of Tourist Objects and Attractions. The attraction of tourist objects is one of the main assets that must be owned to improve and develop Tourist Objects and Attractions. The existence of tourist objects and attractions is the most important link in tourism activity because the main factor that makes visitors or tourists visit tourist destinations is the potential and attractions of the tourist objects (Devy et al., 2017).

Fanten Culture as a Tourist Attraction

Fanten in language means giving to each other, and the daily term in Patani is Baku Kase, Baku Inga, and Baku Sudara. 15 This fanten tradition is carried out every month of Rabiul Awal as an expression of gratitude for the birth of the Prophet Muhammad SAW. by carrying out dhikr all night long in a predetermined period or time in a ship-shaped sabua. This tradition is called fanten because, in its implementation, the participants who attend must serve each other and give to each other as a symbol of brotherhood. Fanten, which in language means looking for friends to give to each other, in implementation, everyone who attends must be in pairs with the intention that both partners, friends, or siblings are paired or made brothers in implementation of tradition even though they are not blood relatives must love each other, give to each other, and pay attention to each other. With this, the community interprets fanten as a celebration that means giving to each other because of the bonds of brotherhood that are deliberately built. This uniqueness makes Fanten Culture a potential tourist attraction if appropriately managed (Sarmi et al., 2022).

METHOD

The study conducted in this research uses a descriptive qualitative approach. The data is collected through literature studies from relevant books, scientific journals, scientific articles, and the internet. From the narrative qualitative analysis, a scientific study was conducted on the objectives and targets of exploratory research and exploratory research design research (Mudjiyanto, 2018). This approach allows the author to understand better the practices and values contained in the Fanten culture and public perceptions of the potential of this culture as a tourist attraction. The data in this study were collected through interviews with key informants, direct observation of the implementation of the Fanten culture, and documentation studies related to this tradition. The informants interviewed included the area's traditional leaders, local communities, and event managers. The data obtained were analysed using analysis techniques from the

Milles and Huberman (1994) approach, which consisted of data reduction, data presentation, and conclusions drawing.

RESULTS AND DISCUSSION

RESULTS

Fanten Culture Potential as a Cultural Tourism Attraction

Fanten culture has much potential to be developed as a cultural tourism attraction. Some of the central potentials of Fanten culture that can attract tourists include:

1. **Uniqueness of Tradition:** The procession and rituals carried out during the celebration of the Prophet Muhammad's Birthday are very distinctive and unique, distinguishing Fanten culture from similar celebration traditions in other areas.
2. **Community Involvement:** All levels of society are involved in this activity, from preparation to implementation, which shows the strength of the community and the value of togetherness.
3. **Local Arts and Culture:** During the implementation of Fanten culture, there are traditional art performances, such as dance and music, and the making of typical foods, which can be used as tourist attractions.

Factors Affecting the Sustainability of Fanten Culture as a Cultural Tourism Attraction

Some factors that affect the sustainability of Fanten culture as a cultural tourism attraction include:

1. **Community Participation:** The sustainability of Fanten culture is highly dependent on the active participation of the community in maintaining and preserving this tradition.
2. **Government Support:** Support from local governments is needed to promote and develop Fanten culture as a tourist attraction.
3. **Effective Marketing:** To attract tourists, Fanten culture needs to be promoted effectively through social media, cultural exhibitions, and cooperation with travel agents.

DISCUSSION

The Potential of Fanten Culture as a Cultural Tourism Attraction

The study results show that Fanten culture has excellent potential as a unique cultural tourism attraction. This tradition highlights the uniqueness of the procession of celebrating the Prophet Muhammad's Birthday, which differs from similar traditions in other regions. This uniqueness includes the all-night dhikr ritual in a ship-shaped "sabara," symbolising togetherness and the value of brotherhood (Hashanah, 2019). The existence of local arts and culture, such as traditional dances, regional music, and traditional foods, adds to the appeal of Fanten culture. This is in line with the concept of cultural tourism attractions, where the uniqueness of tradition is one of the main factors in attracting tourists (Sutiarso et al., 2018).

Community Involvement in Fanten Culture

Community involvement in every stage of implementing the Fanten tradition is one aspect that strengthens the value of this culture as a tourist attraction. From preparation to implementation, all elements of society actively participate, showing solidarity and a strong spirit of cooperation. This community involvement strengthens social relationships and creates an authentic visitor tourism experience. As emphasised by

previous studies, the active participation of local communities is one of the keys to the sustainability of culture-based tourism (Syakuro et al., 2023).

Government Support and Marketing Strategy

The local government's support dramatically influences Fanten culture's sustainability as a tourist attraction. The government plays an important role in providing facilities, supporting promotions, and involving various stakeholders to develop this tradition into an attractive tourism product. Until now, efforts to promote Fanten culture have been limited, so a more effective marketing strategy is needed to attract more domestic and foreign tourists. Social media, cultural exhibitions, and collaboration with travel agents can be strategic steps to increase exposure to Fanten culture (Devy et al., 2017).

Challenges in Developing Fanten Culture

Although Fanten culture has great potential, several challenges must be overcome, such as modernisation, which can erode people's interest in preserving this tradition. In addition, limited tourism infrastructure and minimal formal documentation of the Fanten tradition are also obstacles to its development. This study emphasises the importance of collaboration between the government, community, and private sector to overcome these challenges so that Fanten culture can develop into a sustainable cultural tourism attraction (Sarmi et al., 2022).

Implications and Contributions

The development of Fanten culture as a cultural tourism attraction significantly impacts the preservation of traditions and the improvement of the welfare of local communities. Fanten culture can also be a model for other regions that want to develop their local traditions as tourism products. This study emphasises the importance of a holistic approach that includes cultural preservation, community empowerment, and effective promotion to create sustainable culture-based tourism. With the support of all parties, Fanten culture can become one of the leading tourism assets in Central Halmahera Regency.

CONCLUSION

Fanten culture in Kipai and Wailigi Villages is a tradition with great potential to be developed as a cultural tourism attraction. The uniqueness of this tradition, community involvement, and the local arts and culture make Fanten culture very interesting to be used as a tourist attraction. However, the sustainability of Fanten culture as a tourist attraction is also greatly influenced by factors such as community participation, government support, and effective marketing strategies. Therefore, it is important for all parties, the community, government, and tourism managers, to work together to preserve this tradition and develop the existing tourism potential.

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