

The Influence of The Ethnocentrism Paradox on Super Priority Tourism Development in Indonesia

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ABSTRACT

This research aims to determine (1) the paradoxical influence of ethnocentrism in fostering multicultural identity as an attraction for super priority destinations; and (2) the paradoxical influence of ethnocentrism increases local tourists' interest in visiting super priority destinations. This research is qualitative-descriptive research. The results of this research show that (1) the ethnocentrism paradox has a positive influence on the development of super-priority tourism through multicultural identity, the government can take advantage of a society's ethnocentrism attitude at the right level to introduce local culture and customs, through tourist visits to local residential areas which generally still maintain tribal customs or through performances that introduce local regional arts in super priority destination areas in Indonesia; and (2) the paradox of ethnocentrism has a positive effect on local tourists' interest in traveling to super-priority destinations, tourists who have a high ethnocentrism attitude become more concerned about the existence of super priority destinations as domestic tourism.

Keywords: Paradox of ethnocentrism, super priority, tourism

ABSTRAK

Penelitian ini bertujuan untuk mengetahui (1) pengaruh paradoks etnosentrisme menumbuhkan multicultural identity sebagai daya tarik destinasi super prioritas; dan (2) pengaruh paradoks etnosentrisme meningkatkan minat kunjungan wisatawan lokal ke destinasi super prioritas. Penelitian ini merupakan penelitian kualitatif-deskriptif. Hasil penelitian ini menunjukkan bahwa (1) paradoks etnosentrisme berpengaruh positif terhadap pengembangan pariwisata superprioritas melalui identitas multicultural, pemerintah dapat memanfaatkan sikap etnosentrisme suatu masyarakat dalam kadar yang tepat untuk memperkenalkan kultur dan budaya lokal, melalui kunjungan wisatawan ke pemukiman penduduk setempat yang umumnya masih menjaga adat dan istiadat suku tersebut atau dengan pertunjukan yang memperkenalkan kesenian daerah setempat di Kawasan destinasi super prioritas di Indonesia; dan (2) paradoks etnosentrisme berpengaruh positif terhadap minat wisatawan lokal untuk berwisata ke destinasi superprioritas, wisatawan yang memiliki sikap etnosentrisme yang tinggi menjadi lebih peduli terhadap keberadaan destinasi super prioritas sebagai pariwisata dalam negeri.

Kata kunci: paradoks etnosentrisme, super priority, tourism

INTRODUCTION

Super Priority Destinations are National Tourism Strategic Areas (KSPN) spread across five provinces in western, central and eastern Indonesia. These DSPs are Lake Toba in North Sumatra, Borobudur in Central Java, Mandalika in West Nusa Tenggara (NTB), Labuan Bajo in East Nusa Tenggara (NTT), and Likupang in North Sulawesi (Islahuddin, 2022; Wibowo, 2022). The five DSPs have potential and tourist attraction, but still need sustainable development, especially in empowering their communities. Local communities in super priority destination areas are a reflection of local wisdom, which is connected specifically to their culture, both in the community's deep understanding of the environment they have lived in for generations (Sunandar, 2022).

Ethnocentrism is the judgment of a community group on the culture of another community group by comparing or using its own cultural standards. The concept of ethnocentrism represents the understanding that each ethnic group has an ideological spirit which states that its group is superior to other ethnic groups (Rahman, 2020). Ethnocentrism is cultural egoism which can cause the emergence of racism which leads to prejudice and discrimination (Sari, 2020). The ethnocentrism paradox indicates a statement that contradicts assumptions regarding ethnocentrism in general. In this case, the ethnocentrism paradox shows a positive side along with super-priority tourism development.

In the midst of waning public awareness regarding their inherent cultural identity, an attitude of ethnocentrism is actually able to regenerate a sense of pride in cultural identity (Adha, 2021; Suryandari, 2017). Despite the dangers of ethnocentric attitudes, we can utilize low levels of ethnocentric attitudes to foster pride in having a cultural identity that is starting to fade. In this case, the existence of ethnocentrism is not eliminated, but is developed at a low level according to the need to foster pride in having one's identity in the midst of a multicultural society and global cultural pressures.

The pluralism of society from the perspective of the tourism phenomenon means that super priority destinations have become meeting places for groups of people with various ethnic and cultural backgrounds. A community is said to have a pluralistic nature if structurally the society has diverse or different sub-cultures (Saddam, 2020). Horizontal pluralism is characterized by the fact that there are ethnic units that can be differentiated based on ethnicity, customs, religion and other regional identity characteristics. Meanwhile, vertically, it is marked by quite sharp differences between

social layers. The existence of horizontal and vertical differences is what causes the people in Super Priority Destinations to be known as a pluralistic society that has a multicultural identity (Yusrizal, 2020).

This research aims to determine (1) the paradoxical influence of ethnocentrism in fostering multicultural identity as an attraction for super priority destinations, and (2) the paradoxical influence of ethnocentrism in increasing local tourists' interest in visiting super priority destinations.

METHODS

This research is qualitative-descriptive research so that the findings and discussion of this research are in the form of a description. Descriptive qualitative research is methods for exploring and understanding the meaning ascribed to social or humanitarian problems (Kusumastuti, 2019). This is in line with the research objective to describe the paradoxical influence of ethnocentrism in fostering multicultural identity as an attraction for super priority destinations, and the paradoxical influence of ethnocentrism in increasing local tourists' interest in visiting super priority destinations.

The data source that researchers used in this research was previous literature studies relevant to the paradoxical influence of ethnocentrism on the development of super-priority tourism in Indonesia. The data collection technique in this research is a reading technique by reading sources that are relevant to the research discussion and then determining the appropriate data. The data analysis technique in this research uses the Miles and Huberman perspective in the form of data presentation, data reduction, and drawing conclusions.

RESULTS AND DISCUSSION

The ethnocentrism paradox indicates a statement that contradicts assumptions regarding ethnocentrism in general. In this case, the ethnocentrism paradox shows a positive side along with super-priority tourism development. In line with this assumption, the findings of this research show that the paradox of ethnocentrism has a positive effect on the development of super priority tourism. This research explains the influence of the ethnocentrism paradox in fostering multicultural identity and the influence of the ethnocentrism paradox in increasing local tourist visits.

The Paradoxical Influence of Ethnocentrism on Growing Multicultural Identity as an Attraction in Super Priority Destinations

In modern society, cultural identity in society is often used as a commodity with economic value as a tourist attraction. Culture becomes a commodity in the tourism industry because it contains the value of experiences. Cultural identity is defined as a product or result of physical culture from different traditions and spiritual achievements in the form of values from the past which are the main elements in the identity of a group or nation. Tourists want to get new experiences from the tourist activities they do. This causes the tourism industry to make cultural identity a commodity that has high economic value. The existence of multicultural identity in super priority destinations is a potential asset as a tourism attraction.

In line with the paradoxical influence of ethnocentrism on the development of super priority tourism, each of Indonesia's super priority destination areas shows its cultural identity as a tourist attraction. Tourist attractions are one of the main components that provide encouragement for tourists in carrying out their tourism activities. Tourist attractions are attractions that have the value of beauty, uniqueness, natural riches, cultural customs and creativity of the people which are destinations for tourist visits. The mainstay tourist attractions in Super Priority Destinations are natural and cultural tourism and are supported by superior handicraft products. Many cultural tourism attractions are found in villages that are still inhabited by tribes who have maintained local wisdom and traditions from generation to generation.

H1: The paradox of ethnocentrism has a positive effect on the development of super-priority tourism through multicultural identity.

Table 1. Multicultural Identity in Super Priority Destinations

Source: *processed data 2023*

Super Priority Destinations	Culture Identity as a tourist attraction
Lake Toba area (North Sumatra)	Traditions and history of the Batak tribe
Borobudur area (Central Java)	Buddhist religious ceremony
Mandalika Region (West Nusa Tenggara)	Sade and Ende Tourism Village (Sasak tribe)
Labuan Bajo area (East Nusa Tenggara)	Wae Rebo Village and Sikka Village
Likupang area (North Sulawesi)	Typical Tourism and Culinary Village

Lake Toba area (North Sumatra)

The Lake Toba area is located in North Sumatra, a Super Priority destination that is steeped in the history of the Batak people. This is the largest volcanic lake in the world. Apart from looking at Lake Toba from a height, various attractions are offered related to cultural identity, such as exploring Tuktuk Siadong Village, tasting various typical Lake Toba culinary delights in Paropo, or hunting for ulos cloth as a souvenir. Near Lake Toba there are also two museums that are rich in the history and culture of the Batak Tribe, namely the Tomok Museum and the Huta Bolon Museum. The Tomok Museum is a Toba Batak traditional house that is hundreds of years old but is still neat, sturdy and well maintained. Meanwhile, the Huta Bolon Museum presents typical Batak carvings and ornaments called gorgas which are part of the museum building.

Another unique thing is a human-sized wooden doll called Sigale-gale. Sigale-gale is known for the mysticism and myths inherent in it. Local people believe that the Sigale-gale doll can dance and wail on its own without being accompanied by music. Some of them also said that the Sigale-gale doll could only be placed in a chest. This doll is also usually used in family death ceremonies in the Samosir area, because local people believe that the Sigale-gale dance will usher the spirits of those who have died into the afterlife. Talking about ulos cloth as a mandatory souvenir when visiting Lake Toba. Not only does it function as clothing, ulos is also believed to be a symbol of social status and is often worn at various important celebrations, such as births and weddings.

Borobudur area (Central Java)

The super priority destination Borobudur is located in Magelang, Central Java, approximately 40 kilometers northwest of Yogyakarta. This stupa-shaped temple was founded around the 800s AD by Buddhists. Currently, Borobudur has been named by UNESCO as a world cultural heritage. Every Vesak Day, the Borobudur area is always visited by religious pilgrims to commemorate this holy day. Borobudur offers tourists to dive into Javanese culture directly from the local community around Borobudur.

The traditional villages around Borobudur are also a favorite place for tourists to visit. Some villages even have basic accommodation for tourists who want to stay longer and learn more about the local culture. The most popular village is Wanurejo Village because of its location close to Borobudur Temple. Wanurejo provides nine hamlets that provide accommodation locations, including: Barepan, Bajen, Brojolan, Ngentak, Jowahan, Soropan, Tingal Kulon, Tingak Wetan, and Gedongan. To watch Javanese Gamelan music performances and traditional ballet, Pesona Friends can visit Karangrejo Village. In this village, Pesona Friends can spend their holiday time at their accommodation, doing various activities, while enjoying the comfortable village environment.

Mandalika Region (West Nusa Tenggara)

The cultural identity attached to Mandalika is related to tourism exploring the culture of the Sasak tribe or enjoying a variety of superior Mandalika culinary delights. Mandalika is an area of 1,035 hectares located in Central Lombok Regency, West Nusa Tenggara. Because it is located in a coastal area, Mandalika is blessed with a row of charming beaches. Not only is the beach stunning, Mandalika is also located close to two famous tourist villages in Lombok, namely Sade Village and Ende Village. These two villages are home to the Sasak tribe which is famous as a world-famous producer of songket woven cloth. Apart from being able to see the process of making woven cloth directly, tourists also have the opportunity to learn more about the special traditional houses, traditions and daily life of the Sasak people. Don't forget, visiting Mandalika you must also try some of its famous culinary delights, such as taliwang chicken, rembiga satay and tanjung satay.

Labuan Bajo area (East Nusa Tenggara)

Around the Labuan Bajo area, Wae Rebo Village has become a traditional village that received the title of World Cultural Heritage by UNESCO in 2021. Wae Rebo Village is in Satar Lenda Village, West Satar Mese District, Manggarai Regency. The village, which consists of seven traditional houses called Mbaru Niang, is located in the highlands, so the air is very cool, complete with mountainous landscapes and green trees. Not only is it rich in natural charm, NTT is also rich in culture and handicrafts that are full of meaning, one of which is ikat cloth. To find new experiences in learning to make ikat cloth, tourists can visit Sikka Village. This village is home to local craftsmen who are famous for the beauty of their ikat fabrics. The manufacturing process is still very traditional, thus creating a unique experience that is very memorable.

The ndundu ndake dance is a typical NTT dance which is usually performed at welcoming distinguished guests and at large parties. This dance has meaning as a form of warmth from the host to visiting guests. Literally, the ndundu ndake dance also means women dancing, but due to contemporary developments, this dance also involves men and modifies some of the movements. Uniquely, the ndundu ndake dance set a MURI record in 2012 with a total of 1,000 dancers involved and also dancing the rangkuk alu dance and the caci dance in the Labuan Bajo ceremonial field.

Likupang area (North Sulawesi)

As a destination that is still improving itself to improve facilities and other tourist needs, the Likupang area is still being developed. Apart from the construction of middle class and premium resorts, the Likupang area is also supported by tourist cottages or

homestays in a number of places, such as in Marinsow Village, Pulisan Village, Kinunang Village, Bahoi Village and Pulau Gangga Village. Likupang's culinary delights are rich in spices and ready to pamper visitors' palates.

Based on the description of the multicultural identity that each region has, ethnocentrism creates a cultural identity that shows the characteristics of a region so that it can attract local and foreign tourists who are curious and want to explore more deeply a culture.

Multiculturalism, on the one hand, is seen as a national asset that must be preserved. However, on the other hand, it is prone to political and social unrest, especially if it is related to the interests of each stakeholder. For this reason, the government needs to integrate policies that are in line with the interests of regional communities to develop super-priority destinations. The government must be able to see the context of multiculturalism and ethnocentrism in the right corridor to create quality super priority tourism development policies.

The government can take advantage of a society's ethnocentrism at the right level to introduce local culture and customs, through tourist visits to local residential areas which generally still maintain the tribe's customs or through performances that introduce local regional arts. This includes the development of the tourism sector which requires government support, including matters relating to super priority destination development policies, and funding for the formation of human resources

The Influence of the Ethnocentrism Paradox Increases Interest in Visiting Local Tourists to Super Priority Destinations

H2: The ethnocentrism paradox has a positive effect on domestic tourists' interest in traveling to super-priority destinations

Tourists who have a high ethnocentrism attitude become more concerned about the existence of super priority destinations as domestic tourism. Tourists with ethnocentrism tendencies are afraid of traveling to other countries, this is due to moral considerations and personal prejudices held firmly by members of their group. Individuals with ethnocentrism attitudes tend to prefer local (domestic) travel rather than travel to other countries.

CONCLUSION

Based on the research presentation, the conclusion of this research shows that the paradox of ethnocentrism has a positive influence on the development of super-priority tourism through multicultural identity. The paradox of ethnocentrism creates a cultural identity that shows the characteristics of a region so that it can attract local and foreign tourists who are curious and want to explore more deeply a culture. The government can take advantage of a society's ethnocentrism attitude at the right level to introduce local culture and customs, through tourist visits to local residential areas which generally still maintain tribal customs or through performances that introduce local regional arts in super priority destination areas in Indonesia. Furthermore, the researchers concluded that the ethnocentrism paradox had a positive effect on local tourists' interest in traveling to super-priority destinations. Tourists who have a high ethnocentrism attitude become more concerned about the existence of super priority destinations as domestic tourism.

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