

The Government's Strategic Role in Marketing Songkok Recca as a Creative Tourism Industry in Bone Regency

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Abstract. *Songkok Recca, a typical cultural product from Bone Regency, South Sulawesi, has great potential in the creative tourism industry. This product not only has historical and symbolic value for the Bugis tribe, but also acts as an important economic resource for local craftsmen, especially in Pacing Village, Mare District. Songkok Recca, resulting from creativity and specialized skills, offers significant economic opportunities for the local community. The government's role in the development and promotion of Songkok Recca is very crucial. The Bone Regency Government has been active in providing guidance and training to craftsmen, as well as promoting this product through various media. Effective public relations and publicity strategies have helped increase recognition and appreciation of Songkok Recca, both at national and international levels. The government is also responsible for maintaining relations with related parties to ensure the continuity and development of this product. Through continued support and a structured marketing strategy, Songkok Recca can continue to develop as a superior regional product that not only strengthens the cultural identity of the Bone community but also makes a significant contribution to the local economy and cultural preservation. This research highlights the importance of synergy between the government and craftsmen in optimizing the potential of Songkok Recca as a main attraction in the creative tourism industry in South Sulawesi.*

Keywords: *Songkok Recca, Government Role, Marketing Strategy, Bone Culture*

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INTRODUCTION

In the current era of globalization and the development of creative industries, local cultural products such as songkok recca have great potential to be developed as tourism attractions. Integrating local wisdom into the creative tourism industry can have a positive impact on the regional economy and maintain cultural sustainability.

The tourism industry always collaborates with cultural aspects as a commodity to attract tourist interest (Debes, 2020). Apart from natural beauty, culture plays an important role in supporting tourism development. Culture, with its uniqueness and diversity that is full of value, from social activities to cultural products, has great potential to attract tourists. This phenomenon

motivates tourism business actors to continue to be creative in creating tourism products that respond to market interest in the unique culture of the archipelago (Revida et al., 2022).

Role tourist in support economy very important. Central Agency Statistics Republic of Indonesia on year 2016 emit highlighting publications role industry tourist as Wrong One source foreign exchange country . Publication the give description about position foreign exchange tourist against 11 exports goods biggest on 2011-2015. In the explanation, it is known that start 2013 to 2015 sector tourist occupy order fourth after three sector superior that is oil and gas, stone embers, and coconut palm oil. Besides that 's tourism Also contributes 10% of National GDP with the highest nominal value in ASEAN and created 9.8 million field Work or 8.4% of the total field Work national, making it sector fourth biggest in industry. Index Power competitive current Indonesian tourism This occupy ranking fourth after Singapore, Malaysia and Thailand.

Strategy Wonderful Indonesia *branding* is getting better strengthen Indonesia's position in the eyes countries neighbor. Riches natural And Indonesian culture, with climate tropical and 17,508 partial islands big No inhabited, add uniqueness And Power pull Indonesian tourism. One of Power pull main in industry tourist is work the art produced by hands creative public local. Art craft, as manifestation create, taste, and intention society, often searching for by traveler and become memory separately for they. Product craft hand and souvenir play role important in grow creativity public local and impact positive on economy them, make it element important in development tourism focused on goods and service tour (Yuniarti, 2021).

The large role of the tourism industry in realizing community welfare is an important factor in determining tourism development programs (Arintoko et al., 2020). Community creative industries are always optimized to achieve people-based economic independence. This is in line with the creative industry concept introduced by the Ministry of Trade of the Republic of Indonesia in 2007, which emphasizes the use of individual creativity, skills and talents to create prosperity and jobs through the creation and utilization of individual creativity and innovation.

The big message promoted by the creative economy industry is the use of resources that are not limited to physical things, but also include ideas, talents and creativity. According to Daniel Pink in his book "The Whole New Mind" (2005) , to progress in the era of creativity, we must complement high-tech capabilities with the desire to reach the level of "high concept." High concept is the ability to create artistic and emotional beauty, recognize patterns and opportunities, create beautiful narratives, and produce findings that others have not yet realized. Meanwhile, "high touch" refers to the ability to empathize, understand the essence of interactions, and find meaning.

Results work art like handicrafts produced by public need get appreciation from various parties, esp government area. Appreciation This Can form activity marketing, promotion, mentoring, as well as help funding. Collaboration between craftsman or perpetrator business with government will strengthen position product creative people in the market. Marketing become element it is important that the product public Can known more wide. Good handling as well as effective coordination in distribution role expected can push progress industry creative society, especially those based culture. Product industry creative based culture need attention special Because contain must values guarded its sustainability.

Makassar, mother city South Sulawesi Province, namely Wrong One areas that play a role important in development Indonesian tourism. This city has long been considered as door gate main Eastern Indonesia region, with all over route flight to part Eastern Indonesia stops in Makassar. This matter become opportunity big for South Sulawesi for become objective main tourism in the region the. South Sulawesi Province consists of from 20 districts and 3 municipalities, as well own diversity ethnic group like Bugis, Makassar, Toraja, and Mandar, each of them own Power pull unique tour. One of product craft Typical of South Sulawesi which is popular among people traveler is songkok. For public Bugis, Songkok No only used For worship but Also as complement clothes custom.

Development occurs era make skull cap now interested by generation young people who adapt style contemporary. Skull cap typical Buginese This known with various Name like *Skull cap Recca*, *Songkok To Bone*, *Songkok Pammiring*, and *Songkok Guru*. Every regions in Indonesia have closing head typical, like kupiah meukeutop in Aceh, blangkon in Java, udeng in Bali, and in South Sulawesi itself there is various Name like *Passappu* in Makassar and *Songkok Recca in Bone* (Iqbal, 2022).

Product craft closing head like *Songkok Recca* goes through a long stylization process, making it expression culture public through distinctive shape and loaded mark. *Skull cap Recca*, which is produced in Bone Regency, South Sulawesi, is located about 130 km from Makassar. Village Pacing in the District Awangpone is center craftsman *Songkok Recca*, with Lots craftsmen who own ability weave skull cap in a way hereditary. Government Bone Regency, via Service Tourist and Economy Creative, making village This as center craftsman skull cap recca, support and preserving traditions craft This.

Songkok Recca is one of the tourist products sought after by tourists visiting Bone and South Sulawesi Province. In 2015, recorded tourist visits to Bone reached 111,082 people, Central Bureau of Statistics (2023) . This large number of visits must of course be balanced with adequate *Songkok Recca production*. However, most of the residents in Pacing Village still work as farmers and run small businesses, weaving *Songkok Recca* only as a side job. *Songkok Recca* has its own characteristics because its basic material is made from palm tree leaves. The processed palm fronds are then woven using a wooden tool called assareng by local residents. Apart from that, the songkok recca had special usage rules during the heyday of the Bone Kingdom, where the use of gold edges on the songkok indicated a person's caste or position in society.

Based on uniqueness material basic, way still being made experience and traditional, as well the values contained for Bone society, no amazed If product *Songkok Recca* become Wrong One product superior Bone Regency. Moment this, songkok Recca has interested by the people of South Sulawesi, with order even come from outside South Sulawesi until outside country. This matter proven from availability *Songkok Recca* in almost every souvenir shops in Bone Regency, Makassar City, and Sultan Hasanuddin Airport as souvenir for tourists.

See phenomenon the, involvement various element like craftsmen, entrepreneurs, and government very expected. Synergy between element This important For open opportunity more marketing wide so that product *Songkok Recca* can enjoyed by outside society South Sulawesi. Besides That 's good handling in marketing *Songkok Recca* expected can increase economy industry culture -based creativity in Bone Regency.

Marketing of *Songkok Recca* requires more attention because developments in the digital era require manufacturers to innovate so as not to compete with other products. The potential of *Songkok Recca* is increasingly promising to be developed as a creative tourism industry product, and this opportunity must be responded to properly to utilize *Songkok Recca products* based on preserving cultural values.

Product marketing is a crucial element that determines success in sales. Swastha, in his research quoted by Sulthony (2014) , describes marketing as a comprehensive system that includes planning, pricing, promotion and distribution of goods or services to meet consumer needs. This analysis underlines the great potential for creative tourism industries rooted in local culture, such as *Songkok Recca* , to be developed optimally. A holistic approach will make it easier for all stakeholders to achieve the main goal in marketing *Songkok Recca* . The development of a culture-based tourism industry is always interesting to study because it can transform people's cultural products into tourism products that have high economic value.

In the current era of globalization and the development of creative industries, local cultural products such as *Songkok Recca* have great potential to become attractive tourist attractions. Utilizing local wisdom as an integral part of the creative tourism industry can have a

significant positive impact on the local economy, while maintaining and preserving existing cultural heritage.

The government's role is very important in efforts to market and promote *Songkok Recca* so that it is widely known, both at home and abroad. The government has a significant role in all aspects, from providing training and assistance to craftsmen, creating policies that support the creative industry, to facilitating participation in exhibitions and tourism events.

Therefore, this research highlights the important role of the government in promoting and marketing *Songkok Recca* as a creative tourism industry product in Bone Regency. The government has a strategic role in supporting the development of *Songkok Recca* through various initiatives, such as training and mentoring craftsmen, as well as creating policies that support culture-based creative industries. Apart from that, the government also plays a role in facilitating the participation of craftsmen in exhibitions and tourism events, which aims to increase the visibility of these products not only at the local level, but also nationally and internationally. This research also explores in depth the strategies used by the government to expand the *Songkok Recca market* and its impact on local economic growth and cultural preservation in Bone Regency.

Literature Review

Cultural Concepts in Tourism

Several concepts of cultural tourism explained by tourism experts such as Yoeti (1994) define cultural tourism as a type of tourism activity whose object is culture. The object of cultural tourism attraction can range from several things such as: arts (fine arts and all forms of performing arts), layout, clothing, food, traditional ceremonies, demonstration of immunity and communication with the supernatural, the built environment, as well as special functional skills such as making tools, etc. Culture contains the meaning of all the results of human thought and behavior, which are normatively shared by a social unit called "society". In order for a culture to be sustainable, that is, there are always consequences (this does not necessarily mean the forms of statements), the efforts that need to ensure its continuity include: protection, development and utilization.

Cultural tourism as a tourism development policy in an area will emphasize the appearance of the cultural elements it has as the main asset to attract tourists to visit the area. However, things related to other aspects will be left behind, such as natural beauty, beaches and scenery, flora and fauna and other types of entertainment. So according to Yoeti (1994) cultural elements have very important benefits, including: (1) To promote tourism in general both at home and abroad; (2) Arts and culture products will provide employment opportunities and increase people's income; (3) Artistic and cultural displays besides attracting the attention of tourists also increase artistic and cultural empowerment; (4) Arts and culture displays can improve the maintenance and management of museums, galleries and other arts and culture monuments; (5) Funds generated by selling arts and cultural products can improve people's living standards; (6) Contact with other cultural arts increases dignity, honor and understanding of the meaning of humanity.

From this phenomenon it can be concluded that tourism must merge with other fields of science. Aspects related to tourism such as promotions, attractions, architecture, ethics, organization, management patterns, food and souvenirs are expected to be able to use existing cultural potential to be developed.

The ability to be able to perform in one's own environment, as well as in an international environment, will provide pride and prosperity for artists. This appreciation and pride can undoubtedly increase the quality and quantity of artistic and cultural creations. Promoting existing arts and cultural products through various "cultural events" will be very useful in supporting the role of arts in tourism development. The presence of tourist art is a natural thing because foreign tourists only visit a tourist destination for a short period of time and they want to be able to enjoy as many cultural products as possible from the people they visit.

There are many cultural products that can be an inspiration for tourism development. One of the cultural products that is often developed is handicraft arts (Craft). Handicrafts continue to be explored in their forms because they are unique and the manufacturing process is relatively difficult. One of the handicrafts in South Sulawesi is songkok recca. Songkok or the head covering of the Bugis people is now a tourist product born from Bugis culture, especially the Bone people.

The Role of Government and Tourism Policy

Pitana & Gayatri (2005) , stated that regional governments have a role in developing their regional tourism potential as: (a) Motivator, in tourism development, the role of local government as a motivator is needed so that the tourism business continues to run. Investors, the public and entrepreneurs in the tourism sector are the main targets who need to continue to be motivated so that tourism development can run well; (b) Facilitator, as a facilitator for developing tourism potential, the government's role is to provide all facilities that support all programs held by the Yogyakarta City Tourism and Culture Office. In practice, the government can collaborate with various parties, both private and public; (c) Dynamisator, in the pillar of good governance, in order for ideal development to take place, the government, private sector and society must be able to synergize well. The regional government as one of the stakeholders in tourism development has a role to synergize these three parties, so that a mutualistic symbiosis is created for the sake of tourism development.

According to Yoeti (1994) states that there are three basic things that are considered important and can influence why an effective tourism organization is needed in an area, namely: (1) The spread of tourism traffic flows outward from tourism centers which causes regional unpreparedness to provide satisfactory facilities and comfort for tourists; (2) Increasing regional needs, so that the tourism industry is expected to be a catalyst for development and can increase Regional Original Income, thus requiring an organization that can be relied on to manage tourism as an industry.

Everyone's tourism needs cause tourism to grow rapidly, so tourism organizations are needed that can improve services to tourists who come to visit an area.

Marketing strategy

According to Kotler (2009) marketing is a process carried out by a company to create value for consumers or customers and build strong relationships with consumers to capture good value from consumers in return. Meanwhile, according to Kartajaya (2002) marketing is a strategic business discipline that directs the process of creating, offering and changing value from one initiator to its stakeholders.

According to Swastha in Sulthony (2014) marketing is an overall system of business activities aimed at planning, determining prices, promoting and distributing goods or services that can satisfy the needs of both existing and potential buyers. Stanton in Suryadana (2022) also stated that marketing is an overall system of business activities aimed at planning, determining prices, promoting and distributing goods or services that satisfy the needs of both existing and potential buyers. According to Yoeti (2008) tourism marketing is a system and coordination that is implemented as a policy for companies operating in the tourism sector, both private and government, within a local, regional, national and international scope to be able to achieve tourist satisfaction by obtaining reasonable profits.

According to Suryadana (2022) tourism marketing is all activities directed at providing information to consumers with the aim of satisfying the desires of tourists as consumers. Tourism planning becomes very important because tourism phenomena are increasingly complex, tourism has positive and negative impacts, tourism is increasingly competitive and promotion of tourist destinations is more intensive, tourism can have a negative impact on natural and cultural resources, tourism also affects everyone in a particular community and everyone involved in it. tourism needs to participate in the tourism planning process.

METHODS

Research Objects and Locations

The research place is the location where research activities are carried out, it is important to make it easier for researchers to collect relevant data. In this research, the research location was located in Bone Regency, South Sulawesi, with a focus on *Songkok Recca craftsmen* in Pacing Village, Awangpone District, and involving cultural experts and related agencies responsible for marketing Songkok Recca in the area. This location selection was based on the need to obtain information related to the research focus. Pacing Village was chosen so that researchers could directly observe the pre-production, production and marketing processes of *Songkok Recca*. Apart from that, additional data and information was obtained from the Bone Regency Tourism Office located at Jalan Yos Sudarso, Bone Regency.

Types of research

This research adopts a qualitative research approach, where the data collected will be analyzed and presented in the form of narrative descriptions. Assyakurrohim et al. (2022) defines qualitative research as an approach to describing certain social situations accurately, using words based on techniques for collecting and analyzing relevant data from natural contexts.

The type of research applied is a case study, which is commonly used in qualitative approaches to explore single entities or specific phenomena from certain periods and activities, such as programs, events, processes, institutions, or social groups. Aziza (2023) explains that case studies involve collecting detailed information through various data collection procedures during the course of the case. This research uses a case study to understand the marketing phenomenon of *Songkok Recca products* in Bone Regency.

Data collection technique

The collection in this research consisted of texts from literature and oral descriptions of interview results. This data collection method uses four main techniques, namely: (1) *Songkok Recca* production process in Pacing Village; (2) Interviews: Conducted to obtain direct views from relevant informants, such as *Songkok Recca craftsmen*, cultural figures, and officers from the Bone Regency Tourism Office, regarding aspects relevant to the research; (3) Documentation: Collect related documents and written materials, such as government policies regarding the promotion of cultural products, as well as historical data related to *Songkok Recca*; (4) Literature study: Referring to relevant literature and sources to gain a deeper understanding of the context and theories related to the creative tourism industry and cultural preservation in Bone Regency.

RESULTS AND DISCUSSION

Potential of *Songkok Recca*

Songkok Recca, which originates from Bone Regency, is a work of art that is realized from the cultural processes of the local community. This traditional head covering not only adds beauty to clothing, but is also the result of the thoughts of the Bone people expressed in a form full of cultural values. In modern society, art functions as a medium for expression, and *Songkok Recca* is a perfect example of a work of art that falls into the category of arts and crafts. As a craft product, *Songkok Recca* combines elements of aesthetics and functionality. The basic material, which comes from woven palm leaves, shows local skills and wisdom passed down from generation to generation. The manufacturing process, which still uses traditional methods, also reflects deep historical and symbolic values. Therefore, *Songkok Recca* not only acts as an accessory, but also as a symbol of the cultural identity of the Bone people, which contains philosophical meaning and important cultural values.

In the context of modern art, *Songkok Recca* is a medium of expression that allows the people of Bone to maintain and celebrate their cultural heritage. The uniqueness and beauty of *Songkok Recca* makes it a product with great potential to be developed in the creative tourism industry. With government support in marketing and promotion, *Songkok Recca* can be more widely

known, both at the national and international levels, thus having a positive impact on the regional economy and cultural preservation.

The presence of *Songkok Recca* in Bone society is not only as an accessory, but also as a symbol of identity that enriches the cultural treasures of Bone Regency. *Songkok Recca* has distinctive characteristics that reflect the culture of the Bugis tribe, the largest tribe in South Sulawesi, apart from the Mandar, Toraja and Makassar tribes. Based on the book "The Kingdom of Bone in Historical Trajectories" written by Asmat Riady L and Muhammad Faizal, *Songkok Recca* was first present in Bone Regency around 1683 AD. Its presence is related to the events of the war between the Bone Kingdom troops and the Tana Toraja troops. At that time, the Bone Kingdom needed markers to distinguish its troops on the battlefield. As a solution, *Songkok Recca* was created as a marker of the identity of the Bone troops. This *Songkok* not only functions as a marker but has also developed into a symbol of pride and identity for the Bone people to this day.

Songkok Recca is made from natural materials such as woven palm leaves, showing local skills and wisdom passed down from generation to generation. The process of making *Songkok Recca*, which still uses traditional methods, reflects deep historical and symbolic values. This uniqueness makes *Songkok Recca* a cultural product that is full of meaning, not only in an aesthetic context but also in the historical and social context of the Bone community.

As part of cultural heritage, *Songkok Recca* has great potential to be developed in the creative tourism industry. By promoting *songkok recca* as a superior product, Bone Regency can increase its tourism attractiveness while promoting its cultural richness. Support from the government in the form of policies, training and promotions is very important to expand *Songkok Recca's market reach*, both at the national and international levels.

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The development of *Songkok Recca* as a creative tourism product not only has a positive impact on the local economy, but also plays a role in cultural preservation. *Songkok Recca* as a unique cultural product can become one of the tourism icons of South Sulawesi, attracting tourists to learn more about the rich culture of Bone. Through this effort, the cultural identity of the Bugis tribe and the historical heritage of the Bone Kingdom can be maintained and passed on to future generations.

Strategic Role of Government

The development of *Songkok Recca* as a creative tourism product in Bone Regency cannot be separated from the strategic role of the government. The local government has a big responsibility in providing guidance to *Songkok Recca* craftsmen, which involves training, mentoring, and improving production quality. This development not only aims to improve the skills of the craftsmen, but also to ensure that *Songkok Recca* maintains the cultural values attached to it.

One of the important efforts made by the government is to become a mediator in promotional and marketing activities for *Songkok Recca*. The government plays a role in introducing this superior product to a wider market, both at the national and international level. Through various programs and initiatives, the government can facilitate the participation of *Songkok Recca craftsmen* in tourism exhibitions and events, which are effective platforms for introducing *Songkok Recca* to tourists and potential buyers from various regions.

Apart from that, the government also has the responsibility to explore, inventory and develop tourist objects that can attract tourists. Identification and development of tourist destinations related to local culture and history, including those related to *Songkok Recca*, is a strategic step

to increase tourism attractiveness in Bone Regency. The government can integrate songkok recca as part of a comprehensive cultural tourism package, so that tourists not only buy the product, but also understand the cultural and historical context behind it.

Product marketing is a determining factor in sales. Marketing is the overall system of business activities aimed at planning, determining prices, promoting and distributing goods or services to meet buyers' needs. Based on this definition, marketing *Songkok Recca* must involve various aspects ranging from production planning to effective distribution and promotion. Good marketing will help introduce *Songkok Recca* to a wider audience, increasing the appeal and recognition of this product both at home and abroad.

The government also needs to take advantage of the digital era and technological developments to expand *Songkok Recca's marketing reach*. E-commerce platforms and social media can be utilized to promote *Songkok Recca*, reach a wider range of potential buyers, and increase sales. Innovation in digital marketing can also help *Songkok Recca* compete with other products in the global market.

Overall, the government's role is very vital in supporting the development of *Songkok Recca* as a creative tourism product. With a comprehensive and collaborative approach, the government can ensure that *Songkok Recca* not only becomes a symbol of Bone's cultural pride, but also makes a significant contribution to the local economy. Through supportive policies, ongoing training and effective promotion, *Songkok Recca* can develop into a superior tourism product that is widely known, both at the national and international levels.

The government, through the Bone Regency Tourism Office, plays an important role in marketing *Songkok Recca* as a creative tourism product. Several main components that are the government's responsibility in promoting *Songkok Recca* include:

Advertisement

In an effort to introduce *Songkok Recca* to the wider community, the Bone Regency government uses various advertising services. Advertisements are an important tool for conveying information about *Songkok Recca*, including the historical and cultural values contained in it, as well as the traditional way of making it. By utilizing advertising media, the government can reach a wider audience and increase public awareness of the existence and uniqueness of *Songkok Recca*.

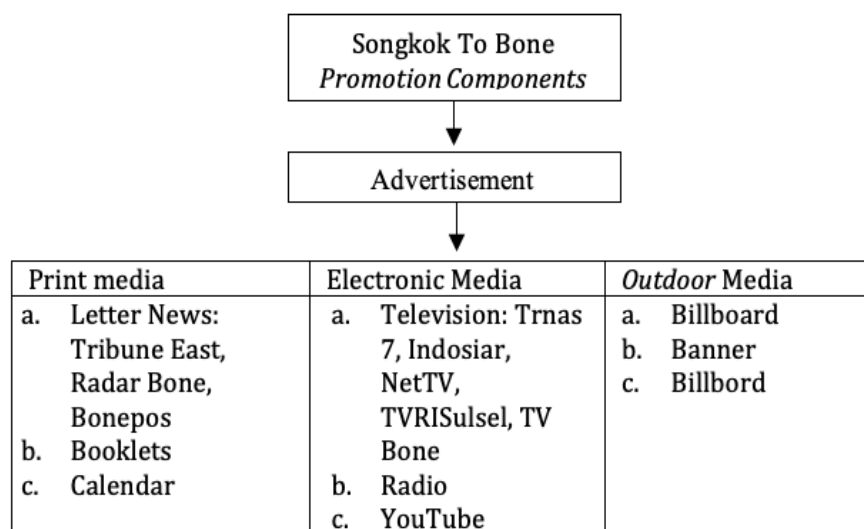


Figure 1. Advertising Media

Source: Researcher Data Processing, 2017

Public Relations and Publicity

The Bone Regency Government has an important responsibility to preserve regional cultural works, including *Songkok Recca*, so that they can provide special value to the region in the eyes of tourists and people in other regions in Indonesia. In this effort, the government uses various public relations (PR) and publicity strategies. One of the steps taken was to hold a cultural awareness campaign to increase public appreciation of *Songkok Recca*. This campaign is carried out through various media, including print, electronic and digital media, with the aim of educating the public about the importance of preserving local culture. In addition, the government is working with local and national media to publish news, articles and special coverage about *Songkok Recca*, covering its history, manufacturing process and cultural significance, so as to attract public attention and increase interest in this cultural product.

The Bone Regency Government also organizes various festivals and cultural events featuring *Songkok Recca* as one of the main icons. These events not only attract tourists but also involve local communities, craftsmen and creative industry players, creating synergy in preserving and promoting regional culture. In addition, education and training programs for the younger generation are being held to ensure the sustainability of *Songkok Recca*. This program includes workshops on making *Songkok Recca*, seminars on the importance of preserving local culture, and other activities aimed at fostering a sense of pride and love for cultural heritage.

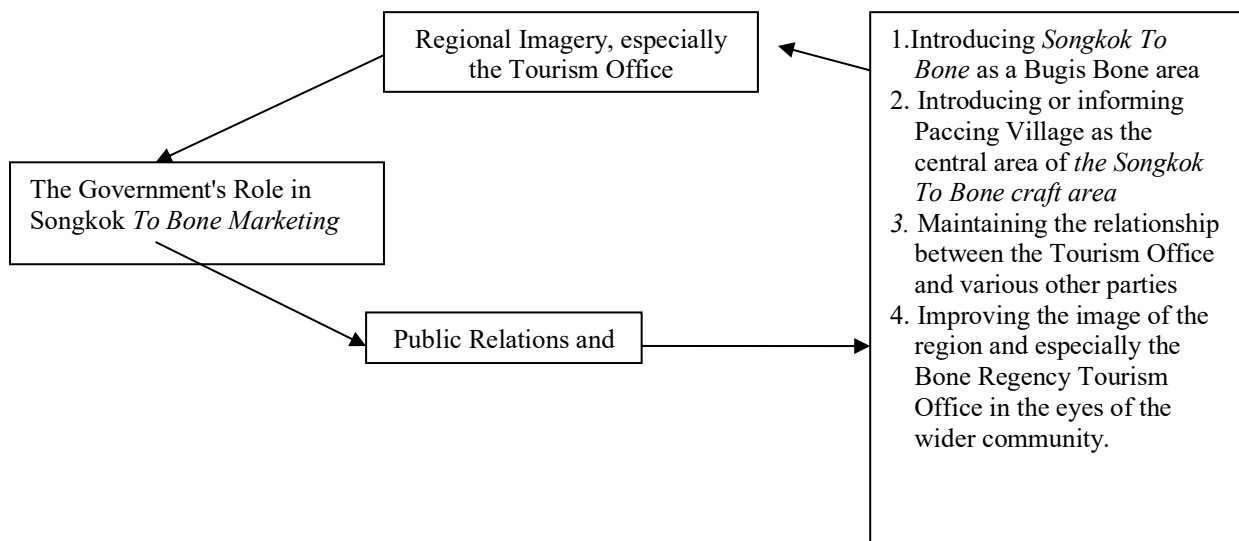


Figure 2. Government Policy Patterns

Source: Researcher Data Processing, 2017

To reach a wider audience, the government utilized digital platforms such as official websites, social media, and tourism applications to disseminate information about *Songkok Recca*. This digital content includes documentary videos, making tutorials and inspiring stories from craftspeople, which can be accessed by a wider audience. Through effective public relations and publicity strategies, the Bone Regency government is trying to increase recognition and appreciation of *Songkok Recca*, both at the national and international levels. These steps not only help in marketing *Songkok Recca* but also strengthen the cultural identity of Bone Regency as an area rich in cultural heritage and traditions. Thus, *Songkok Recca* can become one of the main attractions that supports the development of the creative tourism industry in South Sulawesi.

CONCLUSION

Songkok Recca has great potential in the creative tourism industry in Bone Regency. This cultural product not only contains historical and symbolic value for the Bugis tribe, but is also an important economic resource for craftsmen in Pacing Village, Mare District, Bone Regency. The

uniqueness of *Songkok Recca* , which results from special creativity that not everyone can do, provides a great opportunity for local craftsmen to improve their welfare.

The government's role is very important in fostering and developing the *Songkok Recca craft* . The government has played an active role in promoting this product, providing training to the community in Pacing Village, Awangpone District, and maintaining relations with various parties involved in the promotion of *Songkok Recca* . Even though this responsibility has been carried out according to plan, improvement efforts are still needed to further increase the potential of *Songkok Recca* as a regional superior product. With continuous support and effective strategies, *Songkok Recca* can develop better, making a significant contribution to the local economy and preserving the culture of the Bone people.

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