

CULTURAL BASED TOURISM DEVELOPMENT IN PASIR PUTIH VILLAGE TUKAK SADAI DISTRICT, BANGKA SELATAN REGENCY THROUGH AGIK BARIK FESTIVAL

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ABSTRACT

Education, culture and tourism are three things that cannot be separated and interconnected. Culture will develop if education develops too. By education, culture will increase the development of tourism in Indonesia. In order to improve the quality and progress of education, culture and tourism, Social Service Lecture (KKN) XIV Bangka Belitung University (UBB) 2019 Pasirputih - Sadai Desa Pasirputih region, develop tourist destinations through the program "Festival Paserpute Agik Barik" (cultural festival Pasirputih in the past), this activity aims to explore the history and culture of the original tempo of the past (past) in the Pasirputih Village, be it cultural heritage, customs, arts, culinary, traditional games, crafts, and also practice and historical habits the life of the local community in the past, which will be re-demonstrated as the superiority of the Village later and can also be introduced to the wider community as a destination for natural and cultural tourism, which will become its own characteristics and not found elsewhere.

1. INTRODUCTION

The existence of universal think that science is something that continues to experience development, dynamic along with the times and information technology. In addition, culture as a basis for the means of human life also experiences the development of the influence of information technology; however, the culture itself develops jointly with the owner and perpetrators of that culture. So that the thought arises that the two variables provide support between one another. So there is a hypothetical thought that the development of education will be more rapid and high, if culture develops rapidly. Likewise vice versa culture will increasingly develop in variation if education development varies as well. According to experts, education is part of culture. While culture is a habit that must be learned.¹

Education is a human need. Education always experiences changes, developments, and improvements in accordance with developments in all fields of life. In order to develop the life of the nation, improving the quality of education is very important for sustainable development in all aspects of human life. The national life system must always be developed in accordance with the needs and developments that occur at the local, national and global level.

Furthermore, there are a number of functions and roles of education for a society, as expressed by Wuradji: (1). The function of socialization; (2). Social control function; (3). The function of preservation of community control; (4). The function of training and workforce development; (5). Selection and allocation functions; (6). The function of

¹ Ade putra panjaitan,dkk., 2014, *Korelasi kebudayaan Dan Pendidikan Membangun Pendidikan Berbasis Budaya Lokal*, Yayasan Pustaka Obor Indonesia, Jakarta, Hlm. 3-4.

education and social change; (7). The function of cultural reproduction; (8). Cultural diffusion function; (9). Social education function; (10). Social modification function. (Wuradji, 1988: 31-42). Jeanne H. Ballantine (1983) states that the function of education in a society is as follows: (1). Social functions, (2). The function of selection, training and allocation, (3). The function of innovation and social change, (4). Personal and social development functions.²

Implicit in its nature as a creature of education, on the natural potential of creativity, taste, and work, humans have the ability to be educated and educate. The ability to be educated means that the three psychological potential from childhood can receive treatment, help, and guidance from others. While the ability to educate means that at a certain level of awareness and circumstances, humans can provide care, help, and guidance from others. With this educational ability, humans continue to make changes to develop their lives and lives as human beings. Because education is a natural human problem, as long as there are humans, education will always be there. So for humans, education is absolute. Therefore, without human education it is impossible to create change to develop life and life. Because, if only by instinct alone, human existence is certain to be extinct soon.³

Culture has beliefs, arts, and customs. Culture is all the abilities of humans based on their thinking, reflected on their behavior, and on the objects of their work that are obtained by learning. Tourism is an activity that directly touches and engages the community so that it brings benefits to the local and surrounding communities. From the benefits of tourism, it can be seen from various aspects, namely the benefits in terms of economic, socio-cultural, environmental, social values, and knowledge as well as job opportunities and other opportunities. From these benefits science and culture play an important role in tourism. One definition of the cultural aspect is: the overall realization of motion, habits, procedures, ideas and values learned and inherited and the behavior that they generate (Kroeber 1948).⁴

Tourism is a whole series of activities related to the movement of people who travel or stopover from their place of residence, to one or several destinations outside their home environment that are driven by several needs without intending to make a living (Gunn, Clare A: 2002). Tourism is one of the most important sectors because it is one of the country's foreign exchange sources and is able to contribute significantly to the nation's development. At present the tourism trend is changing, from the previous one, conventional tourism is changing to special interest tourism. In the special interest of tourism, tourists prefer to appreciate the environment, nature, culture and attractions

² Ibid, Hlm. 72

³ Suparlan Suharton, 2006, *Filsafat Pendidikan*, Ar-Ruzz, Jogjakarta, Hlm. 79.

⁴ Samuel Gunawan, 1981, *Antropologi Budaya Suatu Perspektif Kontemporer*, Erlangga, Padang, Hal. 68

in particular. One of the special-interest tourism that is developing in Indonesia is a culture-based tourism village.⁵

The tourism sector can be believed to be a mainstay sector that is able to contribute to increasing the country's foreign exchange, both directly and indirectly. Therefore the tourism sector is still considered feasible and important to be developed. Tourism is a big business and Indonesia has the opportunity to play a role in it. With the potential of Indonesia's territory consisting of tens of thousands of islands and hundreds of variations of customs and culture, each of which has its own uniqueness. Tourism will grow into a very profitable industry and has very bright prospects in the future for national development. One important aspect in tourism development is the socio-cultural aspect. Tourism can grow and develop well if it is supported by cultural tourism, which is seen from the socio-cultural aspects.⁶

There are various sectors that can be developed, namely in the tourism sector with cultural tourism in it. However, the development of this sector, as explained by Wahab (Nurhadi, et al. TT: 326), is that tourism is one of the new industries that are able to provide employment and economic development is quite fast, in addition to the income, and increase life expectancy by opening the sector other production in tourist recipient countries.⁷

Tourism is an important factor in a country's economic development, because its activities encourage several sectors of the national economy, for example:

1. Increasing economic activity as a result of the construction of infrastructure and facilities for the development of tourism, so as to enable people to carry out their economic activities from one place to another, both within a particular country's territory or even in the international region.
2. Increasing new industries that are closely related to tourism such as transportation, accommodation (hotels, motels, holiday villages, camping sites, etc.) which also eventually creates new demand such as tourist transportation, hotel equipment (lifts, escalators, China ware, linens, furniture, etc.)
3. Increasing agricultural and livestock products for the needs of hotels and restaurants, such as vegetables, fruits, flowers, eggs, meats, etc. as people are traveling more often.
4. Increasing the demand for: handicrafts, souvenir goods, art paintings, etc.
5. Expanding local goods to be better known internationally including food and drinks, such as Jepara carvings, Balinese sculptures, Yogyakarta Kasongan ceramics,

⁵ Priyanto dan Dyah Safitri, 2016, *Pengembangan Potensi Desa Wisata Berbasis Budaya Tinjauan Terhadap Desa Wisata di Jawa Tengah*, Jurnal Vokasi Indonesia, Volume 4, hlm. 76.

⁶ Hanny Fernando Waani, 2016, *Sosial Budaya Dalam Pengembangan Pariwisata Di Kelurahan Bunaken Kecamatan Bunaken Kota Manado*, e-journal "Acta Diurna", Volume V. No. 2, hlm., 1.

⁷ Tunggul Prasodjo, 2017, *Pengembangan Parawisata Budaya dalam Perspektik Pelayanan Publik*, STISIP Makasar, Vol. 3, Hlm. 8.

Pekalongan batik, Tasikmalaya embroidery, Garut sweet paste called *dodol*, *Pandai Sikek* craft, or Madura satay.

6. Increasing the country's foreign exchange earnings, so as to reduce the burden of the balance of payments deficit.
7. Giving business opportunities, giving work opportunities, increasing tax revenue for the government, and increasing national income.
8. Helping to build remote areas that have not been touched by development.
9. Accelerating economic turnaround in tourist receiving countries.
10. The multiplier effect caused by tourist expenditure, thus giving a positive impact on the growth of tourist destinations visited by tourists.⁸

Bangka Belitung Islands is a province in the east of the island of Sumatra which was once part of the province of South Sumatra. The total area of the province is 81,724.74 km², consisting of 16,423.74 km² land and 65,301 km² ocean with 1200 km coastline (DPKPO, 2012). One of the tourism sectors in the Bangka Belitung Archipelago Province which has the potential to become a reliable tourist is marine tourism such as the beach. The beaches in the Bangka Belitung Archipelago Province have good potential to be developed, one of which is the Tanjung Kerasak Beach in Pasirputih Village, Tukak Sadai District, South Bangka Regency. Tanjung Kerasak Beach has its own attraction for tourists visiting there. In addition, this place has clear water and natural trees. Besides that, there are many rocks that can be used as spot objects to take pictures and the scenery of the islands around the tourism objects in Pasirputih Village such as Pulau Tinggi, Pulau Panjang, and others.

South Bangka Regency is located at the southern tip of Bangka Island, whose capital is Toboali. South Bangka Regency is located on Bangka Island with an area of approximately 3,607.08 km². Administratively, South Bangka Regency is bordered directly by the land of other regencies / cities in the Bangka Belitung Archipelago Province, namely the Gaspar Strait in the east, the Bangka Strait in the west, the Central Bangka Regency in the north, and the Java Sea and the Bangka Strait in the next South (this region has 8 districts, 50 villages and 3 villages). The tourism potential of South Bangka Regency is quite large, with exotic natural conditions and customs and culture that are rooted in its people.

With the wealth and natural beauty in the village of Pasirputih especially the beauty of its beaches, it can be one of the capital for tourism development efforts. According to Soekadijo (2006) nature has provided very meaningful capital for tourism development efforts. Why is nature so attractive to tourists? According to Soekadijo (2012) there are various specific reasons including:

- a) From nature, many tourists will be interested in activities that can be done in the open air. The most important areas for tourists include mountains, forests, coastal areas and the sea.

⁸ Oka A. Yoeti, 2016, *Perencanaan & Pengembangan Pariwisata*, Balai Pustaka, Jakarta, Hlm. 36.

- b) During the holiday season, people will enjoy a variety of natural potential that will be addressed such as seeing the scenery in rural areas, or life outside the city.
- c) Many tourists will enjoy tranquility in the middle of the open nature with a comfortable climate, peaceful atmosphere, good views and wide open.
- d) Tourists will enjoy certain places whenever it offers them to come back later. This area includes a bungle or set up tents or having stay overnight at the home stay.
- e) Nature is also often the subject of study for cultural tourists, especially in their excursions. For this purpose the most important thing is the tourist destination by providing unique and rare types of flora and fauna which are often protected in the form of nature reserves. Forests and beaches are important for this type of tourism, as well as islands whose natural authenticity is sufficiently preserved.⁹

In addition, it is expected that the Tanjung Kerasak Beach can also be used as a means of introducing culture in the Pasirputih village, where many cultures in the Pasirputih village must be developed. To introduce tourism in the village of Pasirputih, including Tanjung Kerasak Beach, KKN students of Pasirputih Village held a Festival entitled titled the Paserpute Agik Barik Festival which aims to explore the history and original culture of the Doeloe tempo (past) in the Pasirputih Village, both it is cultural preservation, customs, culinary, traditional games, crafts, and also the practices and historical habits of local people's lives in the past, which will be re-demonstrated as the superiority of the village later. Besides this event was introduced to the wider community as a destination for natural and cultural tourism, which will become its own characteristics and not found elsewhere.

2. LITERATURE REVIEW

According to Sofian Effendi, tourism is not only about good beach with its hotel, but also all the aspects should be developed, including the attractions. He added that if it only relies on the beach and culinary alone, tourists will only last a few days. It will be different if there are attractions.¹⁰ John Swarbrooke said that tourism development is a series of efforts to realize integration in the use of tourism resources, and integrate all forms of aspects outside tourism that are directly or indirectly related to the continuity of tourism development.¹¹

In developing tourism, it needs support from several aspects, one of which is the attractiveness that can encourage tourists to come. According to Edward Inskeep, attractiveness is divided into 3 categories, namely *natural attraction* (based on the formation of the natural environment), *cultural attraction* (human activity), and *special*

⁹ Hanny Fernando Waani, Op.Cit., hlm., 3-4.

¹⁰ Zakaria Zainudin (et.al), 2016, *Orang Babel Bicara Babel*, CV. Bina Niaga Jaya, Bogor, hlm. 201.

¹¹ Nizwan Zuhri, Dwi Haryadi dan Jamilah Cholilah, 2015, *Brandingisasi Pariwisata*, Istana Media, Yogyakarta, hlm. 6.

types of attraction (artificial attractions like *theme park, circus, dan shopping*).¹² In this case, festival performances that show more elements of local culture in the past is one form of attraction category *special types of attraction*.

Cultural events are basically formed through a process that lasts for centuries and are truly tested so as to form a component called identity which contains local wisdom. Cultural events can be in the form of cultural traditions or cultural habits (cultural habits)¹³. In its development, cultural events with local wisdom in them which were originally carried out due to the demands of tradition, fulfillment of ancestral obligations that have been carried down for generations, but now are starting to lead to tourist attractions that lead to economic problems.¹⁴

3. METHODOLOGY

The approach method used is a participatory approach, specifically through the concept of participatory decision making process, which is intensive interaction and communication in order to manage consensus or ideas together with residents of Desa Pasirputih to achieve the tourism village development program. This method is used to support the program of the South Bangka Regency Government, especially the people of Pasirputih Village, in order to preserve and at the same time make local culture a tourist attraction. This is also in line with the purpose of empowerment delivered by Ambar Teguh Sulistiyani, namely to form individuals and communities to become independent.¹⁵

4. RESULTS AND DISCUSSION

According to Law Number 10 of 2009 concerning Tourism (Tourism Law), what is meant by tourism is various kinds of tourism activities and is supported by various facilities and services provided by the community, entrepreneurs, the Government, and Local Governments. In addition to tourism in this law, tourism is regulated, namely all activities related to tourism and are multidimensional and multidisciplinary in nature that emerge as a manifestation of the needs of each person and country as well as interactions between tourists and the local community, fellow tourists, the Government, Local Government, and businessman. While tourism is a travel activity carried out by a person or group of people by visiting a certain place

¹² Nizwan Zuhri, Dwi Haryadi dan Jamilah Cholilah, 2015, *Brandingisasi Pariwisata*, Istana Media, Yogyakarta, hlm. 6. hlm. 7-8.

¹³ Akhmad Elvian dkk, 2006, *Pangkalpinang Kota Pangkal Kemenangan*, Bidang Kebudayaan Dinas Kebudayaan dan Pariwisata Kota Pangkalpinang, Pangkalpinang, hlm. 9-10.

¹⁴ Darwance, 2017, *Pelestarian Kearifan Lokal Sebagai Potensi Daya Tarik Wisata Melalui Kebijakan di Bidang Legislasi*, dalam *Prosiding Konferensi Nasional Kearifan Lokal: Nilai, Praktik dan Tantangan Perubahan*, FISIP Universitas Bangka Belitung, hlm. 1006.

¹⁵ Ambar Teguh Sulistiyani, 2017, *Kemitraan dan Model-Model Pemberdayaan*, Gava Media, Yogyakarta, hlm. 80.

for recreational purposes, personal development, or learning the uniqueness of the tourist attraction that is visited in a temporary period.

The tour activity takes place due to many factors, one of them is the tourist attraction factor in the tourist destination. According to the Tourism Act, tourist attraction is anything that has a uniqueness, beauty, and value in the form of diversity of natural, cultural, and man-made diversity that is the target or destination of tourist visits. The Central Statistics Agency (BPS) noted that there are around 1,734 villages that have the potential to become tourist villages in 2018. That number has increased from 1,302 tourism villages in 2014. Tourism potential and creative economy are the main sources of national economic development. The government hopes that rural development should not only be based on sectors that depend on natural resources.¹⁶

As a regency that is famous for its enchanting beach tourism, South Bangka Regency relies on Tanjung Kerasak Beach as one of the leading tourism objects in addition to several other attractions such as Nyelanding Hot Spring, Belimbing Stone, Batu Limapur Beach, Toboali Fortress, and others. Tanjung Kerasak Beach area is located in the village of Pasirputih within \pm 30 km with a travel time of \pm 45 minutes from Toboali (the capital of South Bangka Regency). This beach has a very beautiful panorama with white sand, clear blue water, and has an unspoiled terrestrial forest. This beach has waves that are quite calm and gentle, but in the west wind season the waves on this beach are quite large. And many starfish are found along the coast at low tide. Another interesting activity that can be done at Tanjung Kerasak Beach is being able to walk to an island near the beach that can only be traversed when the sea water is receding. Tanjung Kerasak Coastal Area has become a marine tourism destination in South Bangka Regency since 2007 with the issuance of South Bangka Regency Regulation No. 16/2007 on Maritime Tourism Areas.

Pasirputih Village, South Bangka Regency is a village that has promising marine tourism potential, including Tanjung Kerasak Beach and Tanjung Kemirai Beach. Besides that, there are still many other beaches whose potential has not yet been maximally developed. This village has been declared to be a Tourism Village because it has enormous potential. This can be seen from Tanjung Kerasak Beach which has become one of the leading tourist attractions in South Bangka Regency. Students of Social Service Lecture (KKN) XIV Bangka Belitung University (UBB) 2019 Pasirputih - Sadai Pasirputih Village area, developing tourist destinations through the program "Barik Paser Pik Agik Cultural Festival" (past Pasirputih cultural festival), which was held at Tanjung Hardak Beach, Pasirputih Village, Tukak Sadai District, South Bangka, on Friday 16 August 2019.

This activity aims to re-explore the history and original culture of the past in the Pasirputih Village; cultural heritage, customs, arts, culinary, traditional games, crafts, and also the practices and histories of local community life habits in the past, which will be re-demonstrated as the superiority of the Village later and can also be introduced to the wider community as a destination for natural and cultural tourism, which will become its own characteristics and are not found elsewhere.

The tourist destination that has been developed by the Regional Government along with the people of the village of Pasirputih is Tanjung Kerasak Beach. However, the development carried

¹⁶<https://katadata.co.id/berita/2018/12/10/2018-potensi-desa-wisata-naik-menjadi-1734-unit>, diakses tanggal 04 September 2019 Pukul 21.14 WIB.

out so far has not been optimal because of the low collective awareness of the local community related to the tourism potential in the village of Pasirputih. This can be seen from the absence of activities that are able to develop the tourism potential itself such as cultural attractions, the development of processed local products, events that can increase tourist attraction, and other activities that are able to develop the tourism potential in the village of Pasirputih.

The existence of the Pasirputih village as a tourist destination requires a strong involvement and awareness of tourism by the local community, village government, local government, as well as social groups or organizations that are committed to developing tourism in the village of Pasirputih.

The benefits of organizing tourism activities are; (1) in the context of enhancing good and harmonious relations between nations and countries; (2) in the context of developing employment opportunities and business opportunities for the local community; (3) in the context of encouraging and fostering creativity and creative economic activities of the community including in the effort to accelerate the economic capacity growth of local residents; (4) in an effort to improve per capita community opinion, regional opinion, and to boost state foreign exchange earnings; (5) to introduce as well as take advantage of tourist attractions, both in the form of natural beauty and local cultural richness; (6) to drive development, both the provision of facilities and infrastructure and accommodation facilities for visitors or tourists; (7) in order to preserve and strengthen environmental sustainability, especially those that are green-oriented and sustainability. This also includes efforts to strengthen the sense of belonging to the context of local customs and culture.¹⁷

Of the various benefits of organizing tourism activities, not all activities have been carried out and felt by the community, especially in the village of Pasirputih. The Paser Pute Agik Barik Festival with the theme "Spirit of Preserving the Original Culture of Pasirputih Village in the Form of Togetherness" was held by students by involving relevant stakeholders such as Regency Government, Village Government, Tourism Awareness Group (POKDARWIS) Pasirputih Village, Karang Taruna, Bangka Selatan District, Karang Karang Taruna Desa Pasirputih, and the people of the Pasirputih village. The existence of this activity is expected to increase the awareness of all relevant stakeholders of the importance of maintaining and developing tourism potential in the village of Pasirputih so that tourism activities can provide optimal benefits for the community and government.

Tourism, which is one of the creative economic models, is expected to be able to mobilize a variety of potential human and natural resources that are beneficial to citizens and the environment. The intended benefits can be in the form of economic benefits in terms of income of citizens, as well as benefits from the strengthening of culture in the village as one of local wisdom. The community and village youth must also play an active role in maintaining and developing tourism potential in the village of Pasirputih.

The presence of a tourism awareness group (POKDARWIS) in the village of Pasirputih is one component in the community that has an important role and contribution in the development of tourism in the village. Contributions made by the tourism awareness group (POKDARWIS) of the Pasirputih village include: beach cleaning activities that are carried out regularly, promoting

¹⁷ Darwance, Randi, *Aktivasi dan mobilisasi masyarakat sadar wisata berbasis kearifan lokal, baharisme, & sustainable green tourism*, Universitas Bangka Belitung, hlm. 17.

tourism in the Pasirputih village on social media, involved in the Barik Paserpute festival organized by students of the Pasirputih KKN where the festival is expected will be an annual event carried out by POKDARWIS and related stakeholders.

The Pasir Pute Asik Barik Festival activities carried out by students of the Karangputih Social Service Community series of activities include: *nganggung*, talkshows talking about the past, traditional cuisine competitions, *dambus* performances, ancient fashion competitions, and others. The talkshow talking about the past tells about the history of the formation of the village of Pasirputih, the culture in the village of Pasirputih, and the history of the formation of tourism in the village of Pasirputih. The talkshow also tells about the culture that can be displayed in the upcoming festival activities such as the wedding ceremony, the *Khataman Al-Qur'an*, and other cultural attractions which are expected to be able to attract tourists to continue coming to the village of Pasirputih.

Tourism and education are two things that are interconnected and inseparable because all activities in the education process (that is should be) are both cultural activities. Culture as a learning process is only one of a number of perspectives in understanding culture in addition to other ways such as historical, structural, normative, and genetic. From a psychological point of view, namely culture as a learning process, Ruth Benedict for example states culture as "human behavior that must be obtained by learning and not" accepted so "from birth as in bees and ants. Hoebel gave a similar view, is culture as "patterns of behavior that must be learned that are unique to individuals as members of society, which are therefore not the result of biological inheritance".¹⁸

Culture as behavioral patterns that must be studied is one of the reasons for the implementation of the Pasirputih Agik Barik Festival which has raised a lot about culture as well as to enhance the development of tourism in the village of Pasirputih. The Paserpute Agik Barik Festival aims to be an educational tool because in this festival a variety of cultures are packaged that can be used as a means of cultural education for children, adolescents and parents in the Pasirputih Village. As we know, education has often been misinterpreted as a teaching and learning process that can only be done in class and is intended for school-age children. Though education can be done outside the classroom and can be packaged in the form of festivals like this so that it is not only for school-age children but for all ages. Education in question is the knowledge of culture in the village, the history of the formation of the village, traditional traditional cuisine of the village as well as the past clothes in the village. With this diverse culture it is hoped that later this potential can turn the village of Pasirputih into a village that presents cultural tourism.

One of the forms of cultural tourism activities is by visiting tourist villages. Understanding the term village tourism is quite diverse. Nuryanti, Wiendu (1993) states that tourism village is defined as a form of integration between attractions, accommodation, and supporting facilities that are presented in a structure of community life that integrates with the prevailing traditional procedures. Its designation must fulfill the requirements including:

1. Having good accessibility, making it easy for tourists to visit using various types of transportation.

¹⁸ Slamet Sutrisno, 1994, *Kebudayaan, Peradaban dan Pendidikan*, Fakultas Filsafat Universitas Gajah Mada, Yogyakarta, hlm. 42.

2. Having interesting objects in the form of nature, arts and culture, legends, local food, etc. to be developed as a tourist attraction.
3. Having the community and village officials that receive and provide high support to the tourist village and the tourists who come to his village.
4. Having security in the village that is guaranteed.
5. Having adequate accommodation, telecommunications and manpower that are available.
6. Having cool climate.¹⁹

Of the various requirements that exist to become a Tourism Village, the actual Pasirputih Village already has some of these requirements, it's just that high support is needed by all stakeholders related to the tourism village as well as the tourists who come to the Pasirputih Village.

One of the culture of Pasirputih Village is the local language which is still thick and has differences from other regions in South Bangka Regency. Student of KKN XIV Bangka Belitung University (UBB) 2019 Pasirputih - Sadai area of Pasirputih Village as an effort to preserve local languages compile a dictionary of the regional languages of Pasirputih. Regional languages must continue to be preserved and used because language can be one of the cultural-based tourist attractions. There are various theories regarding the relationship between language and culture. Some say that language is part of culture, but some say that language and culture are two different things, but have a very close relationship, so it can not be separated. Some say that language is very much influenced by culture, so everything in culture will be reflected in language. Conversely, there are also those who say that language is very much influenced by culture and the way of thinking of people or their speaking communities.

According to Koentjaraningrat as quoted by Abdul Chaer and Leonie Agustina in the book Sociolinguistics, language is part of culture. So, the relationship between language and culture is a subordinative relationship, where language is under the scope of culture. But there are other opinions that say that language and culture have a coordinative relationship, namely an equal relationship, whose position is the same.²⁰

5. CONCLUSION

The development of education will be more rapid and high, if culture develops rapidly. Likewise culture will increasingly develop varied if education develops varied as well. Culture is all the abilities of humans based on their thinking, reflected on their behavior, and on the objects of their work that are obtained by learning. Tourism is an activity that directly touches and engages the community so that it brings benefits to the local and surrounding communities. From the benefits of tourism, it can be seen from various aspects, namely the benefits in terms of

¹⁹ Priyanto dan Dyah Safitri, Op.Cit., hlm. 78.

²⁰<https://bagawanabiyasa.wordpress.com/2016/08/21/hubungan-bahasa-dengan-kebudayaan/>, diakses tanggal 6 September 2019, Pukul 12.02 WIB.

economic, socio-cultural, environmental, social values, and knowledge as well as job opportunities and opportunities. From these benefits science and culture play an important role in tourism. The tourism sector can be believed to be a mainstay sector that is able to contribute to increasing the country's foreign exchange, both directly and indirectly. Therefore the tourism sector is still considered feasible and important to be developed. Pasirputih Village, South Bangka Regency is a village that has promising marine tourism potential, including the Tanjung Kerasak Beach and Tanjung Kemirai Beach, as well as many other beaches whose potential has not been fully developed. It is hoped that the Tanjung Kerasak Beach can also be used as a means of introducing culture in the Pasirputih village, where many cultures in the Pasirputih village must be developed. To introduce tourism in the village of Pasirputih, including Tanjung Kerasak Beach. Students of the Karangputih Village Community Service Program held a Festival titled Pasirpute Agik Barik Festival which aims to explore the history and original culture of the past in the Pasirputih Village; cultural heritage, customs, arts, culinary, traditional games, crafts, and also the practice and history of the habits of life of the local community in the past, which will be re-demonstrated as the superiority of the Village later and can also be introduced to the wider community as a destination for natural and cultural tourism, which will become its own characteristics and not found elsewhere.

But the development carried out so far has not been optimal because of the low collective awareness of the local community related to the tourism potential in the village of Pasirputih. This can be seen from the absence of activities that are able to develop the tourism potential itself such as cultural attractions, the development of processed local products, events that can increase tourist attraction, and other activities that are able to develop tourism potential in the village White sand.

Suggestion

- a) For local government, it is expected to continue to oversee and carry out infrastructure development in tourist attractions in the village of Pasirputih, especially the construction of roads leading to Tanjung Kemarai Beach, because with a complete infrastructure it will support the progress of tourism and organizing events that can increase the progress of tourism.
- b) For the community and youth, it is expected to play an active role in protecting the tourism area in the village of Pasirputih, preserving culture that can support the progress of tourism, increasing creativity in processing products that can be sold in existing tourist attractions. As well as participating in overseeing the development carried out by the government and help each other and work together in developing tourist destinations in the village.
- c) For students, it is expected to play an active role in helping rural communities to develop existing tourism, such as participating in tourism activities carried out, promoting tourist destinations in the village and playing an active role in

maintaining cultural preservation in the village. One of the examples is the implementation of Community Service Program (KKN).

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