

# Local Wisdom Based Tourism Branding Efforts on the Site of Orang Kayo Hitam Jambi

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<p><b>Article History:</b> Received July 18<sup>th</sup> 2022</p> <p>Revised March 25<sup>th</sup> 2023</p> <p>Accepted March 27<sup>th</sup> 2023</p>	<p><b>ABSTRACT</b></p> <p>Orang Kayo Hitam is a Malay King of Jambi with historical relics located in Simpang Village, Berbak District, East Tanjung Jabung Regency, Jambi. His name is well known in Jambi, but his legacy is not yet known by the wider population. The local government designated this cultural heritage as a Regional Tourism Strategic Area (KSPD). This study aims to discuss the tourism potential of transforming the Orang Kayo site, which is full of local wisdom values, into a distinctive tourist destination brand. This research uses a natural approach and qualitative methods, including life stories, interviews, observations, interactions, historical and visual texts, and natural approaches. The findings show that local knowledge about the rituals of the community around the location, especially the Haul of Datuk Orang Kayo Hitam, is an attraction for tourists. At the government level, efforts to develop tourist area infrastructure continue to be made to develop the tourism potential of the Orang Kayo Hitam Site. In branding efforts, there is no specific branding to make this area a tourist destination. Online media, for example, has not been utilized properly as a means of publication and promotion. Local wisdom and unique cultural values at the Orang Kayo Hitam site. Strategic tourism areas require special attention in order to attract tourists. Tourism attraction can be obtained by exploring tourism potential in a bottom-up manner in an effort to find the uniqueness of local wisdom tourism potential. Of course, this process requires communication between the stakeholders involved</p> <p>Keywords: <i>brand, tourism, local wisdom</i></p> <p><b>ABSTRAK</b></p> <p>Orang Kayo Hitam adalah Raja Melayu Jambi dengan peninggalan bersejarah terletak di Desa Simpang, Kecamatan Berbak, Kabupaten Tanjung Jabung Timur, Jambi. Namanya terkenal di Jambi, akan tetapi peninggalannya belum diketahui oleh penduduk luas. Pemerintah setempat menetapkan peninggalan budaya ini sebagai Kawasan Strategis Pariwisata Daerah (KSPD). Kajian ini bertujuan membahas potensi wisata transformasi situs Orang Kayo yang sarat nilai kearifan lokal menjadi brand destinasi wisata yang khas. Penelitian ini menggunakan pendekatan natural dan metode kualitatif, meliputi kisah hidup, wawancara, observasi, interaksi, teks sejarah dan visual, serta pendekatan natural. Temuan menunjukkan bahwa pengetahuan lokal tentang ritual masyarakat sekitar lokasi, khususnya Haul Datuk Orang Kayo Hitam, menjadi daya tarik bagi wisatawan. Di tingkat pemerintah, upaya pengembangan infrastruktur kawasan wisata terus dilakukan untuk mengembangkan potensi wisata Situs Orang Kayo Hitam. Dalam upaya branding, belum ada branding khusus untuk menjadikan kawasan ini sebagai destinasi wisata. Media online misalnya, belum dimanfaatkan dengan baik sebagai sarana publikasi dan promosi. Kearifan lokal dan nilai budaya yang unik di situs Orang Kayo Hitam. Kawasan pariwisata yang strategis memerlukan perhatian khusus agar dapat menarik wisatawan. Daya tarik wisata dapat diperoleh dengan menggali potensi wisata secara bottom-up dalam upaya menemukan keunikan potensi wisata kearifan lokal. Tentu saja, proses ini membutuhkan komunikasi antara para pemangku kepentingan yang terlibat.</p> <p>Kata Kunci: <i>brand wisata: wisata; kearifan lokal</i></p>
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## INTRODUCTION

Orang Kayo Hitam is a famous figure in Jambi who is the King of Jambi Malay. His name is also mentioned in the verse of the folk song "Rang Kayo Hitam". All attributes attached to Orang Kayo Hitam, namely Keris Siginjai and Angso Duo (Angsa Dua) are used as Jambi product brands such as for naming places and city icons, logos, batik motifs and others. Currently, the tomb of Orang Kayo Hitam is a historical relic located in Simpang Village, Berbak District, East Tanjung Jabung Regency. The historical heritage in the form of the Orang Kayo Hitam Tomb is a cultural heritage of Jambi that must be preserved. The Orang Kayo Hitam site is one of the Regional Tourism Strategic Areas (KSPD) of East Tanjung Jabung Regency. The Orang Kayo Hitam site is a hidden tourism that is not yet widely known by the public, both local people in the Jambi area and people outside the Jambi area. The Orang Kayo Hitam site has beautiful natural potential in the form of a wide stretch of river, culinary tourism, pilgrimage tourism and historical tourism. Even the area of the Orang Kayo Hitam Site in Berbak District is the Berbak National Park which is Indonesia's Amazon Forest. This is actually very interesting to become a tourism destination.

Historical sites and places have an important value in shaping local, regional and national identity. The Orang Kayo Hitam is the forerunners of the Jambi State and can also be referred to as an identity for the Jambi region. Orang Kayo Hitam, starting from its history, the attributes attached to it and the relics of its heyday are Jambi's cultural heritage. This is a local object that has distinctiveness, for Jambi. The development of tourist destinations with the potential of local wisdom on the Orang Kayo Hitam Site is a form of maintenance, protection of the region and preservation of Jambi's cultural heritage that should not disappear or be forgotten.

Cultural traditions as ancestral heritage have local wisdom that can be utilized in empowering citizens to establish peace and improve welfare. Tourism based on local wisdom directs us to ethics and moral values such as mutual cooperation, tolerance, protecting and preserving nature, and appreciating our own culture by protecting, transmitting and transforming the culture.

Tourism development in the region pays attention to the potentials of the region. Currently, tourism is developed by looking at the local values of a region. Local values have their own meaning for local residents which are certain rules or values held by certain communities. Local wisdom is unique, formed and built according to the special conditions of the community referring to the knowledge, insight norms, and values adopted, developed creatively and dynamically by the community.

Development of historical and cultural tourism is sustainable tourism development. Sustainable tourism development has the principles of active role, involvement of stakeholders, local ownership, sustainable use of resources, accommodating the goals of the population, attention to carrying capacity, monitoring and assessment, accountability, training and promotion. If sustainable development is to be associated with tourism activities, then tourism must be well planned in terms of community development supported by human and natural resources to meet the needs of the population. Tourism activities should pay attention to the surrounding environment and not deplete or exploit the abundant resources to support the nation's life from generation to generation. Local wisdom also provides insight into how local communities preserve their ancestral heritage.

This historical heritage is not only protected, but also popularized so that the wider community knows that this ancestral heritage is a historical and cultural heritage. Cultural traditions as ancestral heritage contain local wisdom that can be used to empower communities to build peace and promote prosperity. The reason for the importance of developing the Orang Kayo Hitam site is that the first is the Regional Tourism Strategic Area (KSPD) of East Tanjung Jabung Regency. Both are included in the Batang Hari River KSPD with beautiful natural potential including wide rivers, culinary tourism, pilgrimage tourism and historical tourism. Batang Hari River is the longest river on the Sumatra island and was once the venue for the international sports event "Tour de Jambi National Park". Third, the existence of unique cultural heritage, tombs and temples that represent two different periods (multiple components) from the period of Islamic and Hindu-Buddhist development. The Cemetery of Orang Kayo Hitam and the Tomb of Putri Mayang Mangurai represent the Islamic and Hindu-Buddhist periods, as evidenced by the remains of ancient bricks that are thought to be Buddhist temples. (Kemendikbud, 2015).

In Jambi Province there are many interesting tourist destinations, both in terms of natural scenery and cultural uniqueness. The strategic tourist area of Orang Kayo Hitam Site actually has amazing natural tourism potential as well as cultural tourism with its own characteristics. A similar destination that was first known to tourists in the Jambi region is Muaro Jambi Temple. Muaro Jambi Temple is a temple dating back to the Three Qi Buddha Kingdom, which is the largest and best-preserved group of temples in Sumatra and even Southeast Asia. So, what is the difference between the tourist destination of the Muaro Jambi temple complex and the ruins of the Orang Kayo Hitam? Therefore, it is unfortunate if the tourism potential of the Orang Kayo Hitam site is not utilized properly. A destination branding strategy is needed to synergize and utilize the potential of the Orang Kayo Hitam site.

Tourism brands can be widely recognized by the public if they are disseminated through a media medium not always limited to print, electronic, and online media. Brand is the message of marketing communication. A good destination brand image requires good communication, good operations, and proper physical support related to tourist attractions, accessibility, and amenity. Building a destination brand will provide a comprehensive identity of the uniqueness or uniqueness of a tourist attraction. If the brand has been formed, it will become a very valuable asset, and its value is much greater.

Branding is understood as the process of designing brands, planning and talking about names and identities to build or manage reputations. A brand cannot stand alone without the support of marketing efforts. Brand and branding are integrated concepts in Tourism Marketing Communication Strategy (SKPP) (Burhan, 2015). Brands promise the best value to the public in terms of quality, service, comfort and so on. Brands promise the public the best value in terms of quality, service, convenience, and more. Communication plays the role of promoting brand publicity to achieve social positioning. Media and communication channels are used to place the brand in the best position in the minds of the public. Messages can also be delivered through group or interpersonal communication channels to target specific desired groups or individuals.

The concept of a brand includes: a) identity, b) image, and c) communication. Identity is designed by the messenger (brand owner) on how the brand is intended to

be perceived by buyers or users. Image is a real impression of the right reflection or impression about the type of product, service and an institution. David A. (David, 1991) factors that can influence the brand of a product: equity, awareness, association, loyalty, and perceived quality. Brand equity is a set of assets that must present the value, philosophy and uniqueness of the product. Brand awareness is the recognition and recall of a brand. Where in this case potential customers recall a brand as part of a product. Brand association is the whole impression that arises in the mind of a person who is associated with his memory of a brand. Brand loyalty is how strong a consumer's preference for a brand is when compared to other brands. Perceived quality is the tourist's opinion of the totality of quality or excellence of a product or service related to what the tourist expects.

Branding provides tourism development with its own appeal. In addition to being an important part of tourism marketing, it also provides identification of regional tourism products. Branding is the image of tourism. A tourist destination needs a positive image to attract tourists, the Orang Kayo Hitam Site also needs a brand to attract tourists based on a strong brand image and positioning. To achieve the best destination also requires a strong brand, strong commitment from stakeholders, vigorous development of tourism marketing and the uniqueness of tourism products. Branding is one of the most important things in marketing products, including tourist destinations.

Harish (Harish, 2010) states that tourism destination branding is the process of forming the uniqueness or character of a destination and communicating it to tourists or investors through the use of names, slogans, symbols, designs, or a combination of these media to create a positive image. According to the findings of the International Convention Association study in 2012, the criteria for a tourist destination that is ready to be marketed and developed into a leading destination are: tourist attractions, accessibility, stakeholder support, tourist facilities and accommodation, destination image and community readiness and professionalism of human resources.

City branding is formed by articulating a brand image and brand identity, which will be able to develop the potential and uniqueness of the region to become a tourism force (Kamil, 2017). The results of research conducted by Iriana Bakti show that local wisdom increases tourist attractiveness while developing tourist destinations based on culture and local wisdom, modern developments use social media to send and receive information, strengthen relationships and social ties (Bakti et al., 2018; Trisakti & Alifahmi, 2018). In the context of branding a tourism destination, it is necessary to emphasize the readiness of stakeholders to the integrity of tourism destination facilities. According to Damanik and Weber (Arjana & Bagus, 2016), the elements of tourism products are called Tripe A, namely: Attractions, Accessibility and Amenity. Attractions are tourist objects (tangible and intangible). Tangible assets refer to things that can be perceived from tourism products, such as natural and artificial tourist destinations, food, souvenirs, and so on. Intangibles are things that cannot be smelled, heard, seen and tasted, such as services. In the Sustainable Tourism Charter, sustainable tourism development is development that can be ecologically supportive, economically viable, and ethically and socially just for the community. This can be achieved if the government system runs well (good governance) and involves balanced active participation between the government, the private sector and the community.

Laws no. Number 10 of 2009 concerning Tourism (Arjana & Bagus, 2016) tourist destination areas are geographical areas within the administrative area which includes tourist attractions, facilities used in general, tourist facilities, affordability and interconnected humans and tourist packages are realized. Attractions or attractions can be broadly divided into two categories, namely natural attractions and artificial or cultural attractions. Sourced from the presentation of the Deputy for Destination Development and Tourism Investment of the Ministry of Tourism on the Development of Priority Tourism Destinations 2016-2019 reported that tourism products include natural, cultural and man-made tourism. Cultural tourism includes heritage and pilgrim tourism, culinary and shopping tourism, and city and village tourism.

Ismayati (Arjana & Bagus, 2016) relates culture to tourism activities which are divided into: ideas, activities and artifacts. Artificial and cultural tourism attraction energy can be generated by events or events such as traditional institutions, traditional life, ritual ceremonies, religious activities, historical heritages, sports events and arts creation. Nugraha in his research explained that the existence of culture applied through art and local wisdom that utilizes the beauty of the landscape can increase and make tourists more attractive if there is good communication between the government, citizens, communities and other interest groups (Maulida, 2019; Nugraha et al., 2017).

Tourism is a sector that is not equal in its management. The original goal of tourism management is to balance economic growth and income with services to tourists and protection of the environment and preservation of cultural diversity. It is expected that the involvement of stakeholders in the field of tourism to integrate tourism management. Pitana (Pitana & Diarta, 2009; Pitana & Gayatri, 2005) states that the stakeholders in question are: staff from the tourism industry, consumers, investors and developers, environmentalists and activists, observers and activists of heritage and cultural preservation, hosts or residents of tourist sites, as well as local and national economic actors.

In attracting visitors, it is important to emphasize and form a good image of the tourist destination area that has the values and elements of *Sapta Pesona*. Tourism is a combination of goods and services, which are needed and produced by the tourism industry (Arjana & Bagus, 2016). Superior tourism products require a brand to attract tourist visits. A trademark according to Kotler is a sign, name, word, mark, symbol or design or a combination of all of them to identify a company's products or services in order to distinguish them from other companies that are its competitors (Burhan, 2015).

This research aims to find out how the process of developing local wisdom tourism potential based on tourist destination brands at the Orang Kayo Hitam site and find out what are the obstacles or problems associated with the development of local wisdom tourism potential. This research will also find answers to whether the destination brand has been applied in the development of tourism in East Tanjung Jabung Regency by relevant stakeholders, then what print media is chosen to implement the brand?

The results of this research are expected to provide a map of local wisdom tourism potential at Orang Kayo Hitam site and recommendations for formulating a tourist destination model. The model recommendations in this study contribute to improving the welfare of the tourism area and its surroundings through community

empowerment efforts. The purpose of managing the tourism sector is to increase growth, increase regional income and be able to have a positive impact on economic, social and cultural aspects if utilized properly.

## METHODS

This research uses qualitative methods to explain the subject matter in a natural way, including personal experiences, life stories, interviews, observations, interactions, history and visual texts. This research uses a constructivist paradigm motivated by the activity of developing an image, constructing the brand of Orang Kayo Hitam Site with the potential of supporting local wisdom. The research location is in Simpang Village, Berek District, East Tanjung Jabung.

This research first identifies tourism potential by mapping the potential of local wisdom and the potential for natural and cultural tourism at the Orang Kayo Hitam site. After getting a lot of tourism potential that can be developed and managed, the next stage is branding tourism through the stages of branding with the concept of identity, image, positioning and the communication process. The whole process of branding and image development refers to the Regional Tourism Development Master Plan of Tanjung Jabung Timur Regency.

Snowball sampling technique, which is the process of identifying informants based on previous informants by exploring information relevant to the desired research topic without identifying the exact number. In accordance with the description of stakeholders, researchers will ask for references from relevant information providers. Researchers in this study used data collection procedures through interviews, observations, literature studies or related documents, and recording audio and video data. Data analysis was conducted through data reduction, data presentation, and conclusion drawing.

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Researchers used triangulation with sources, to test the validity of the data in this study, because the research that researchers conducted was holistic in nature which had a strong relationship with certain parties. This research will be carried out by interviewing key informants and then re-checking with different techniques, namely observation when the content or information will be disseminated through social media, and observing the viewer's response on the media. This is done so that it can be seen whether or not there is a common perception of information related to the research conducted by the researcher.

## RESULT AND DISCUSSION

Orang Kayo Hitam is a legend or folklore of Jambi that tells the struggle of Orang Kayo Hitam to free the Jambi Malay kingdom from the Mataram kingdom. Kayo Hitam is the King of Jambi Malay and is very famous in Jambi. The history of Datuk Orang Kayo Hitam's struggle has been known since Mataram and many other fighters have inspired. Because the ancestors carried out a struggle that must be

defended. This history needs to be a guideline for Jambi youth. Orang Kayo Hitam is one of Jambi's most powerful and brave public figures. In addition, he is also known as a person who spreads Islam and applies Islamic values in the administration of the kingdom. Many stories about this Malay king are interspersed with various myths that follow him.

Overview the Orang Kayo Hitam site is a historical and cultural heritage site that holds the graves of the Orang Kayo Hitam and several temples from different eras. The Orang Kayo Hitam site is unique in that there are several cultural heritage relics from two different periods (multicomposition site). The first is the cemetery of Orang Kayo Hitam and the tomb of Putri Mayang Mangurai, an important figure representing the Islamic period during the Jambi Sultanate. The remains of an ancient brick structure suspected to be a Buddhist temple attest to the existence of two Hindu-Buddhist periods. The suspicion was strengthened by the discovery of supporting items, including weapon statues and lion head statues. There are four tombs at this site, including the tomb of Orang Kayo Hitam, the tomb of his wife Putri Mayang Mangurai, the tomb of the cat that was the pet of Orang Kayo Hitam, and a new tomb.

An activity related to local wisdom in this area is the holding of Haul Datuk Orang Kayo Hitam who is the King of Jambi Malay. In this event, tawasul and prayers are usually performed in the mosque near the Tomb of Orang Kayo Hitam. This event is usually attended by many villagers. The tomb of Orang Kaya Hitam is also a religious tourism destination in Simpang Village. On certain days many tourists visit to visit and pray at the tomb of Orang Kaya Hitam. Haul Datuk Orang Kayo Hitam (OKH) is how the younger generation of the region appreciates the struggle of Orang Kayo Hitam as a king who once led the Malay kingdom from 1500 to 1515 ([dispora.tanjabtjm.go.id](http://dispora.tanjabtjm.go.id)).

Situs Orang Kayo Hitam Site is a Regional Tourism Strategic Area (KSPD) of East Tanjung Jabung Regency. The Kayo Hitam Orang Site is included in the KSPD of the Batang Hari River, the longest river in Sumatra. In accordance with the direction of the East Tanjung Jabung Regency policy to develop tourist attractions. The Orang Kayo Hitam site is a culinary tourism destination, pilgrimage and historical site. In developing the tourism potential of the East Tanjung Jabung Regency Government establishes a Regional Tourism Development Master Plan (RIPPDA) which includes the development of tourist destinations, development of tourism areas, development of tourist attractions, development of tourism accessibility, development of public facilities and tourism infrastructure, community enhancement through tourism capacity, investment in tourism development.

Viewed from the policy, the existence of the Orang Kayo Hitam Site destination should have good facilities and access to attract many tourists both from local, national and international tourists. However, the development of tourism destinations including the Orang Kayo Hitam site is still in the planning stage. Efforts made by the Government focus on how to improve the economy with many tourist visits. The benchmark for tourism development is often assessed by achieving the target number of tourist visits. Therefore, the strategic target efforts describe more about how promotional efforts are carried out. Parties that are heavily involved in the tourism development process focus on entrepreneurs in the field of tourism promotion, namely the Tourism Promotion Agency.

RIPPDA of East Tanjung Jabung Regency, the direction of promotional activities is included in the direction of regional tourism marketing development policies and strategies which include: development of foreign tourist markets, development of domestic tourist markets, development of tourism image and development of tourism partnerships. The government cannot walk alone without cooperation with entrepreneurs in the field of tourism to improve promotion and tourism, perform services related to tourism through investment facilitation and tourism promotion, cooperation with the

Tourism Promotion Board, tourism partners, facilitation of tourism activities / events (event organizers as entrepreneurs who improve and promote tourism), fostering the management of tourist facilities and tourist attractions, maintenance and construction of tourism facilities and infrastructure and structuring tourist attraction development plans.

Branding activities cannot be separated from tourism promotion and marketing activities. Efforts to brand the Orang Kayo Hitam Site tourist destination can be seen in the direction of the tourism image development policy. Why is this so? Because branding activities are how to create a positive image to attract tourists, as well as the Orang Kayo Hitam Site requires a brand for efforts to attract tourists sourced from a strong brand image and positioning. The strategy of the East Tanjung Jabung Regency Government in image development is defined as packaging the tourism branding of East Tanjung Jabung Regency and using promotional media for a strategy to strengthen positioning. Until now, there has been no branding made or a certain tagline for the Orang Kayo Hitam Site tourism destination.

In this case, the development of the Orang Kayo Hitam Site has not yet entered the stage of marketing activities so that the existence of various information systems has not been carried out. Therefore, in developing the Orang Kayo Hitam Site, a communication process is needed that involves various tourism elements, namely the Culture and Tourism Office as part of the government, related agencies, indigenous peoples, leaders, intellectual journalists, NGOs and direct actors of tourism services, namely private parties or investors: private parties or investors. Pitana (2009: 86) tourism development links stakeholders are: staff from the tourism industry, consumers, investors and developers, observers and activists of the area, observers and activists of heritage and cultural preservation, host citizens, government, and local and national economic actors.

If the development target of the Orang Kayo Hitam Site has involved a good communication process with stakeholders, the next process which is the ultimate goal of developing the Orang Kayo Hitam Site is to attract tourist visits. In attracting tourist visits, marketing is needed which is the last process of all planning activities. The price will be in accordance with the friendliness, cleanliness and safety of the service of the Orang Kayo Hitam Site tourist destination as a tourist attraction. Place or place is accessibility that can be reached by transportation.

The Situs Orang Kayo Hitam has a road that can be reached by land transportation because it has a strategic location that connects tourist objects that are more widely known by the public in general. Promotional activities are carried out through the dissemination of information information as widely as possible to the public who are potential visitors. Promotion is closely related to the Tourist Information System or Tourism Information Center.

In today's digital era, the government promotes tourist destinations by having an official website. The East Tanjung Jabung Regency Culture, Tourism, Youth and Sports Office (Disbudparpora) has a formal website to promote tourist destinations. The existence of the formal website of the East Tanjung Jabung Regency Youth and Sports Tourism Culture Office is filled with activities to promote tourism destinations such as, Nur Ad- Darajat Great Mosque tourist destination, Pinak Masak Harmonized Park tourist destination, Kampung Laut Tourism, Berbak National Park, Dark Sea Water Tourism Village, and Cemara Sadu Beach.

The site also features arts and cultural activities such as the Mandi Safar Ritual, Kelung Dance and Haul Datok Orang Kayo Hitam (OKH). This activity is an annual activity carried out by the community.



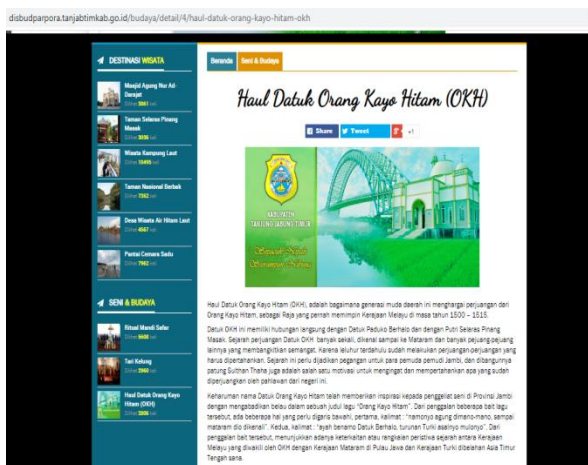


Figure 1. Web View of Tourism Promotion in East Tanjung Jabung Regency

Simple tips that can be done in the current modern era for organizing tourism promotion activities by using social media which is currently very effective for the wider community in providing information related to attractive tourist destinations. Currently, a place that was previously not a tourist spot can become a tourist spot with the spread of information about a place in the form of photos and videos of visitors on social media. The Orang Kayo Hitam Site has its own uniqueness and natural beauty, so it is not impossible that many potential visitors will be interested in exposing the existence of the Orang Kayo Hitam Site.

In addition, the communication strategy in the form of promotion is carried out by arranging tour programs / tour packages and intinerary tours (a trip or one travel destination by presenting attractions, businesses, transportation and length of tourist trips to achieve tourist satisfaction). It can also be done by advertising business objects and tourist attractions, business tourism facilities, business tourism services, and tourist areas. This promotion can be tried with some activities such as exhibitions, art performances, providing promotions through print and electronic media and other promotional activities. Of course, local government intervention is needed in the context of promotion and marketing of tourism businesses by providing a budget for promotion and marketing of tourist destinations.

The implementation of promotion leads to the regulation of the regional policy of East Tanjung Jabung Regency on tourism achieved by advertising tourist attraction businesses, tourist attractions, tourist facility businesses, tourism service businesses, and tourist areas. Personal selling is an intrapersonal communication channel with mouth to mouth. This is done because the wider community who previously did not know the tourist area of the Orang Kayo Hitam Site with a message that was informed through mouth to mouth had an influence on tourist attention.

The community around the tourist area is the most important element that must be considered because it needs to be mobilized in the development of the Orang Kayo Hitam tourist destination. Many communities around the Orang Kayo Hitam Site tourist area have not yet moved towards a tourist community. Community views vary about the development of the Orang Kayo Hitam Site, but the attitude of the community tends to accept the program. Participation in the development activities of the Orang Kayo Hitam Site is still limited to certain groups. Participation of certain groups in the development program is not just a government communication activity but active involvement and participating stakeholders.

The development of the Orang Kayo Hitam Site certainly involves linking communication activities between the government and residents. The government, which is located on the communicator side, is interested in making the community have a positive assumption, support and participation in the tourist destination development program. The Orang Kayo Hitam site was developed through the support of the government, community and various cross-sectoral agencies. The whole synergy is generally in the "Regional Tourism Development Master Plan". The development of the Orang Kayo Hitam Site requires guidance, communication and coordination by explaining the purpose and objectives of tourist destination development.

Strategizing and managing resources are required. The strategy used to carry out a good plan can be achieved by persuasive communication, playing a power function, and instructional communication. The Culture and Tourism Office as part of the government has legal power as a communicator and is authorized to take all actions related to the development of the Orang Kayo Hitam Site tourist destination.

Communication that has been running with related parties is still in process until now. Not only that, this communication session continues with the session of building supporting facilities and infrastructure. Until now, the attempted communication efforts have not been able to measure their success or cannot be said to have failed in their implementation. This is because the tourist attraction is still in the development session by prioritizing the priority scale and the existing budget. The development of the Kayo Hitam Orang Site in East Tanjung Jabung Regency can be said to be late compared to the Muaro Jambi Temple. This delay is due to the lack of government attention in capturing tourism industry opportunities in the local area.

Cultural rituals, cultural traditions, and cultural festivals can be used as communication channels or communication media to express information that is quite efficient, because it is more flexible which indirectly informs tourism development messages. The tradition of village cultural rituals is a medium for conveying information reciprocally (two-way communication) more efficiently because there is a discussion process. Communication channels by making communication rituals such as Haul Orang Kayo Hitam as a means of communication that brings the relevant government closer to the village and community. The relevant agencies should be able to inform, invite and communicate to the community that cultural rituals or cultural activities based on local wisdom are tourism treasures that must be maintained, maintained and developed so that they do not disappear. Problems often occur where the field is found in the village community, namely how methods to increase the understanding of the village community that they are a tourist community.

From this general problem can be drawn specific problems how to provide knowledge about the benefits of being a tourist community. Then how to foster a positive mental attitude in the tourist community towards tourism development and how to generate active participation of the tourist community in the maintenance of the tourist environment, arts and culture as the local wisdom of the village.

From the formulation of both general and specific problems, it will have goals that can be achieved with effective communication planning. Data is needed on the personal characteristics of the audience sociologically and the personal data of the audience psychologically. Sociological audience personal characteristics data include age, gender, education, income, economic status, religion, occupation and others. In the surrounding community, most have a high school education and below and some parts have a diploma and bachelor's degree. Some people are still at a low economic level. The occupations of the villagers are mostly farming, gardening and animal husbandry. Some

villagers still maintain the noble values of religion and local wisdom in the village, most of them have also followed modern developments.

Looking at the sociological personal data of the audience, the village community influences the psychological personal data of the audience regarding an idea, or object, motivation and temperament. The village community as a whole supports the development of the Orang Kayo Hitam Site by considering the economic benefits for them. Economic factors for the community are felt needs. Most people expect assistance that is actually intended for the program. Assistance from the government is actually not for direct consumption but is channeled for programs. Funds that come in from the running of programs such as small business development assistance will provide opportunities for employment opportunities and income for villagers. These opportunities for employment and income for villagers can be called real needs.

The active role and involvement of the community in the development activities of the Orang Kayo Hitam Site is limited to certain community groups. Group support and participation in the development program of the Kayo Hitam Orang Kayo Site is not just caused by government communication activities but there are participating parties such as those described in the source strategy in the previous discussion. The government has not communicated clearly to the community so that in the process of running the development of tourist areas there has not been a focus in accordance with the fields of work. The real evidence is that there is still throwing work what to do in accordance with their fields for the development of tourist areas. This also makes the absence of execution in the field.

The East Tanjung Jabung Regency Government has not communicated clearly to the community so that in the process of running the development of the Orang Kayo Hitam Site, no focus has been found in accordance with the fields of work. The clear evidence is that there is still throwing work on what to do in accordance with their fields for the development of the Orang Kayo Hitam Site. This is also what makes there is no execution in the field. It is necessary to organize coaching in the form of training and development, not just participation as a recorder or documenting cultural ritual activities. Training and development by providing teaching to increase knowledge and change the behavior of community attitudes to be aware of becoming a tourist community. The government should carry out training for the community to gain certain skills in supporting tourism development. In the process of developing the Orang Kayo Hitam Site, development means that the process prepares citizens to be tourism citizens until the next generation (long-term) and this is the true meaning of long-term tourism development (Sustainable Tourism Development).

Developing the Orang Kayo Hitam Site using the principle of tourist destination branding is not an easy thing. There are several obstacles faced in the development of the Orang Kayo Hitam Site including cross-sectoral coordination that has not been established, cultural awareness in the community is still lacking, the Sapta Pesona program (safe, orderly, clean, cool, beautiful and friendly) has not been reflected as a product in tourism services, many regional cultural arts potentials are lost / extinct / damaged, decreased environmental quality due to nature and humans and the negative influence of foreign cultures that damage regional cultural joints.

The government's commitment to tourism is still lacking and there tends to be no visible activities in the development of the Orang Kayo Hitam Site, especially in promotion or marketing efforts. Communication has an important role in the development of tourist destinations. The communication process in the development of the Orang Kayo Hitam Site involves related stakeholders. Communication is not only in the tourism marketing component but in all components and elements of tourism requires

communication, both personal communication, mass communication, persuasive communication and other communication. Therefore, it is unfortunate if the tourism potentials that exist at the Orang Kayo Hitam Site are not well developed.

## CONCLUSION

Orang Kayo Hitam was the Malay king of Jambi and his name is very famous in Jambi. Until now, traces of his legacy are in the form of historical heritage cultural heritage in which there is a tomb of Orang Kayo Hitam and several historical heritage temples (multi-component sites) from two different periods. The Orang Kayo Hitam site tourist destination is a Regional Tourism Strategy for East Tanjung Jabung Regency (KSPD) which has beautiful natural potential in the form of a wide stretch of river, culinary tourism, pilgrimage tourism and historical tourism. Local wisdom that is a tourist attraction, namely Haul Datuk Orang Kayo Hitam Cultural rituals, cultural traditions, or cultural festivals can be used as communication channels. Traditional rural cultural rituals as a medium for mutual information transfer (two-way communication) are more effective because of the dialog process. Communication channels by making communication rituals such as Haul Orang Kayo Hitam a means of communication that brings the relevant government closer to the village and community.

The development activities of the Kayo Hitam Site are contained in the Regional Tourism Development Master Plan (RIPPDA). Until now, the development of the Kayo Hitam Site is still under development. In addition, this communication stage is accompanied by the construction of supporting facilities and infrastructure. So far, it is believed that the success of communication efforts carried out cannot be measured, nor can it be said to have failed in its implementation. This is because the tourist attraction is still in the development stage, prioritizing the amount of priority and budget available. The branding efforts undertaken have actually been enshrined in the RIPPDA of East Tanjung Jabung Regency in the form of tourism image development and tourism partnership development. The Orang Kayo Hitam site is still in the planning stage.

The strategy of the East Tanjung Jabung district government in building the desired image is to create a tourism brand for East Tanjung Jabung district and promotional media as a strategy to strengthen the positioning of East Tanjung Jabung district as a specific tourist destination. So far there has been no specific branding or tagline created for tourism destinations including the Orang Kayo Hitam Site.

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