

The Existence of Community Culture in the Framework of Mappanretasi Local Wisdom in Tanah Bumbu Regency

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ARTICLE INFO

Article history

Received

Revised

Accepted

Keywords

Mappanretasi,

Local Wisdom,

MSMEs,

Existence

Cultural preservation

ABSTRACT

The Mappanretasi tradition is a form of local wisdom of the Bugis people in Tanah Bumbu Regency, South Kalimantan, which has spiritual, social, and economic meanings. This research aims to inventory the cultural elements of Mappanretasi, analyze its impact on the Micro, Small, and Medium Enterprises (MSMEs) sector, and identify challenges in preserving this tradition. This study uses a qualitative approach with phenomenological design. Data were collected through in-depth interviews, participatory observations, and documentation studies, involving indigenous leaders, local communities, and local governments. The results of the study show that Mappanretasi reflects the relationship between humans and nature through symbols such as ritual boats and offerings of marine products, which symbolize gratitude and community solidarity. This tradition also has a significant economic impact, especially for MSMEs in the culinary, handicrafts, and service sectors, with a surge in demand for local products during its implementation. However, the preservation of this tradition faces challenges such as declining interest among younger generations, lack of formal documentation, and modernization pressures that have the potential to diminish the spiritual essence of the tradition. This research suggests formal documentation of traditions through digitalization, integration of cultural values into formal education, and collaboration between governments, communities, and the private sector to address these challenges. With a strategic and holistic approach, the Mappanretasi tradition can continue to be an integral part of local cultural identity while supporting sustainable economic development.

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1. Introduction

Indonesia is one of the countries with the richest cultural diversity in the world, where each region has unique traditions that reflect its local identity. However, the process of globalization has had a major impact on the sustainability of the tradition. The Mappanretasi tradition, a maritime ritual carried out by the Bugis people in Tanah Bumbu Regency, South Kalimantan, is one example of cultural wealth that faces the challenges of modernization. This ritual not only has spiritual and historical value, but also becomes an important part of maintaining the social relations of the

maritime community. According to Sihombing et al. (2019), local traditions are often the main instruments in building solidarity and community identity, although their sustainability is now threatened by modernization pressures.

Globalization often leads to cultural homogenization, where local traditions lose their appeal in the eyes of younger generations. In this context, the preservation of local culture such as Mappanretasi is important, not only as a cultural heritage, but also as a social and economic asset. As explained by Widyastuti (2021), cultural preservation not only maintains traditional values, but also makes a real contribution to sustainable development. The Mappanretasi tradition can serve as a catalyst for the development of culture-based tourism in Tanah Bumbu, supporting the local economy and strengthening the cultural identity of the community.

Despite their significant value, traditions such as Mappanretasi face various challenges, including declining participation of young people and a lack of government support. Research by Rahman et al. (2020) shows that young generations are often alienated from local traditions due to the influence of global technology and digital culture. In this case, the involvement of the younger generation in cultural preservation is the main challenge that must be overcome. In addition, the lack of adequate documentation and promotion is also an obstacle in integrating this tradition into the mainstream of local development.

However, digital technology provides new opportunities for the preservation of local culture. According to Susanto and Wibowo (2022), cultural digitization allows local traditions to be documented, promoted, and accessed by a wider audience, including the younger generation. Social media, for example, can be used to raise global awareness about the importance of preserving traditions such as Mappanretasi. The use of digital technology not only increases the visibility of local traditions but also creates space for innovation without sacrificing the core values of the culture.

Cultural preservation strategies must involve a wide range of stakeholders, including local governments, communities, and the private sector. This collaboration can create a more holistic and sustainable approach. Local governments can act as key facilitators by providing regulations and incentives for cultural preservation, while the private sector can contribute through investment in cultural tourism and the development of local products. Academics also have an important role to play in providing research-based input to support the sustainability of local traditions. As noted by Setiawan et al. (2021), a data-driven approach can increase the effectiveness of cultural preservation programs by adapting them to local needs and contexts.

In a theoretical framework, the Mappanretasi tradition can be seen as an essential element of sustainable development, where social, economic, and environmental dimensions are intertwined. This approach is in line with UNESCO's (2019) view, which states that the preservation of local culture can improve people's well-being while strengthening community identity. By blending traditional elements and modern innovations, the Mappanretasi tradition can not only survive but also develop into a more relevant cultural asset in the era of globalization.

The Mappanretasi tradition is also a reflection of the harmonious relationship between humans and nature. As a ritual of gratitude for the abundance of marine products, this tradition contains a deep philosophy about the sustainability of natural resources. In the modern context, the relationship between humans and nature is increasingly important to be strengthened, given the current global environmental crisis. As noted by Nugraha et al. (2020), traditional practices such as Mappanretasi can be a concrete example in promoting environmental sustainability based on local values. Through this tradition, people are taught to appreciate the ocean as a source of life while maintaining its sustainability for future generations.

However, changes in consumption patterns and lifestyles of modern society present new challenges in preserving this tradition. Younger generations tend to be more interested in global popular culture than local traditions, so their participation in rituals such as Mappanretasi is decreasing. Research by Putri and Hartanto (2021) shows that one of the effective ways to attract the interest of the younger generation is through innovative approaches, such as repackaging traditions in the form of modern festivals that still retain their original values. This approach not only increases community participation but also creates economic opportunities through the tourism sector.

In addition, the role of the government in preserving local culture is crucial. As policymakers, governments have a responsibility to ensure that traditions like Mappanretasi receive adequate legal protection and financial support. According to Yulianti and Susilo (2022), proactive policies can be the main catalyst in preserving local culture, especially in areas that face the threat of modernization. In the context of Tanah Bumbu, the development of community-based policies that involve local communities in every stage of decision-making is one of the potential solutions to face the challenge of preserving traditions.

Advances in information technology also present significant opportunities in supporting the preservation of local traditions. Social media and other digital platforms can be used to promote Mappanretasi globally, increasing the visibility of this tradition among a wider audience. This is supported by the findings of Supriyanto et al. (2023), which show that cultural digitization not only helps preserve the core elements of tradition but also provides wider access to younger generations to know and understand their cultural heritage. With the right digital strategy, the Mappanretasi tradition can be an inspiration not only for the local community but also for the international community.

Through this research, it is hoped that a deeper understanding of the cultural values contained in the Mappanretasi tradition will emerge, as well as solutions to overcome the challenges it faces. The research also offers actionable strategic recommendations for leveraging local traditions as a sustainable cultural and economic asset. Thus, the Mappanretasi tradition is not only a heritage of the past but also a symbol of cultural sustainability in the future.

2. Method

This research uses a qualitative approach that aims to explore cultural values in the Mappanretasi tradition in Tanah Bumbu Regency, South Kalimantan. This approach was chosen because it is relevant to explore the deep meaning of complex socio-cultural phenomena, especially in the context of traditions involving spiritual, social, and economic elements. According to Creswell and Poth (2018), a qualitative approach allows researchers to understand the human experience holistically, especially when the phenomenon being studied cannot be quantitatively measured. The Mappanretasi tradition, as part of local wisdom, requires a holistic analysis to explore its dimensions. With this approach, tradition can be understood as a dynamic phenomenon, involving different layers of meaning that arise from social and symbolic interactions within a community.

In this study, phenomenological design is used as an analytical framework to understand the experiences of local communities towards this tradition. Phenomenology, as explained by van Manen (2016), emphasizes the importance of exploring the essence of human experience by describing phenomena as they are, without the intervention of certain theories or assumptions. In the context of the Mappanretasi tradition, the phenomenological approach allows researchers to explore participants' experiences and views regarding the spiritual and social values contained in the tradition. In addition, the theory of local wisdom elaborated by Geertz (1973) is an additional basis for understanding how the symbols in this tradition reflect the worldview of the local community.

Tanah Bumbu Regency was chosen as the location of the research because it is the center of the implementation of the Mappanretasi tradition which is still carried out by the Bugis community. The selection of this location also considers the local context that is rich in traditional wisdom but faces challenges from modernization and globalization. The study participants consisted of 15 individuals who were purposively selected to ensure that they had direct involvement in this tradition. This purposive sampling strategy is based on the guidelines put forward by Patton (2015), which emphasizes the importance of selecting informants who are able to provide in-depth and relevant information related to the phenomenon being studied. This approach is also supported by the views of Merriam and Tisdell (2016), who state that the selection of participants based on certain criteria can increase the relevance of the data collected.

Data collection was carried out through in-depth interviews, participatory observations, and documentation studies. The in-depth interviews were designed with a semi-structured approach, which allowed for flexibility in exploring the participants' perspectives on the Mappanretasi tradition. This technique gives participants the flexibility to convey their views without being limited by a question structure that is too rigid (Bryman, 2016). Participatory observation is carried

out during the implementation of the tradition in the field, where the researcher not only observes but also participates in the ritual, according to the ethnographic observation guidelines described by Spradley (2016). These observations allow researchers to understand the social and symbolic dynamics of traditions directly, providing a richer perspective compared to interview methods alone.

Documentation studies complement primary data, using local archives, official records of local governments, and literature related to the Mappanretasi tradition. This documentation not only provides a historical perspective but also helps in the triangulation of data to improve the validity of the findings (Bowen, 2009). In this context, documents such as cultural preservation reports and local government policies on culture-based tourism are valuable sources of information.

The data was analyzed using a thematic approach as described by Braun and Clarke (2006). Thematic analysis allows researchers to identify key patterns and themes in the data, which are then organized to provide an in-depth understanding of the phenomenon being studied. In this study, themes such as the symbolic meaning of traditions, preservation challenges, and economic potential emerged as the main focus. The analysis stage involves data familiarization, coding, theme grouping, and interpretation of the results. To increase confidence in the findings, triangulation techniques were used by comparing data from interviews, observations, and documentation. This triangulation technique is in line with the guidance provided by Flick (2018), which states that combining different data sources can reduce bias and increase the validity of research.

In addition to triangulation, validation is also carried out through member checking, where participants are given the opportunity to review the results of the interview and ensure that the researcher's interpretation is in accordance with their experience. This step is important to maintain accuracy and ensure that the participants' voices are well reflected in the research findings. This technique is supported by Creswell and Miller (2020), who state that member checking is one of the most effective approaches in increasing the credibility of qualitative research.

The methodology of this research is designed to explore the symbolic, social, and economic dimensions of the Mappanretasi tradition holistically. By integrating interviews, observations, and documentation studies, this research not only produces valid findings but also provides strategic recommendations relevant to the preservation of traditions amid the challenges of modernization. In addition, this approach contributes to the literature on the preservation of local culture, while showing how tradition can be a symbol of cultural sustainability in the era of globalization. The phenomenological approach used provides space to understand this tradition as an integral part of the identity of the local community as well as an asset that has economic and social value.

3. Results and Discussion

Cultural inventory is the first step in understanding the richness of local traditions owned by the people of Tanah Bumbu Regency, especially the Mappanretasi tradition which has become the cultural identity of the Bugis people. Based on in-depth interviews with indigenous leaders and local communities, this tradition was identified as a gratitude ritual performed collectively to honor the sea as a source of life. This tradition has a strong spiritual value, where people believe that the sea has sacred power that must be respected to maintain the balance of nature and life. One of the traditional leaders, who has served as a ritual implementer for more than two decades, stated, "Mappanretasi is not only a ritual, but also a way of communicating with nature and ancestors. If not done correctly, we believe marine yields will decline."

From the results of interviews and participatory observations, it was revealed that this tradition involves several important elements, including the preparation of ritual tools, the process of implementation at sea, and community participation in the form of joint prayers and cultural parties. Preparation for the ritual begins with the search for local ingredients, such as specific foliage, typical foods, and traditional symbols used as offerings. One of the interesting parts is the use of small boats that are traditionally decorated and serve as a medium of offering to the sea spirits. This process requires intensive collaboration between various parties, including traditional leaders, religious leaders, and the general public.

The Mappanretasi tradition also involves several symbols that have deep meaning for the local community. For example, food offered to the sea is usually in the form of produce and marine products, symbolizing the interdependent relationship between humans and nature. In addition, the

use of certain colors in the decoration of the boat and the clothes of the ritual participants reflects spiritual elements that are believed to bring good luck. For example, white is often used to symbolize purity, while red is considered a symbol of courage and protection from evil spirits.

Through observation, it was found that this tradition involves all levels of society, from children to the elderly. Children are often given roles to help prepare decorations and food, while other younger generations participate in art and cultural performances that are part of the ritual. One of the young people involved in this activity stated, "We feel proud to be part of this tradition. This is part of the legacy that we must pass on to the next generation." However, although the participation of the younger generation is still quite high, there are indications that modernization is starting to reduce their interest in this tradition, especially among teenagers who are more exposed to digital and global culture.

The results of the documentation study also show that this tradition has been going on for more than a hundred years, although there have been some modifications over time. These modifications include adjustments in the implementation of rituals to meet the needs of modern society, such as the addition of entertainment elements in the form of modern art performances to attract the interest of the younger generation and tourists. One of the documents from the local government noted that this tradition began to be formalized as part of the tourism agenda since the 2000s, with the aim of increasing the tourist attraction of Tanah Bumbu Regency.

From an economic perspective, this cultural inventory shows that the Mappanretasi tradition has great potential to be developed as a cultural and economic asset. The implementation of this ritual not only involves the local community but also attracts the attention of tourists from other regions, even from abroad. Observations show that during the implementation of the tradition, there has been an increase in local economic activity, especially in the culinary, handicraft, and transportation services sectors. A local trader said, "During this event, our income doubled as many tourists came to buy food and souvenirs."

The cultural inventory also noted that the Mappanretasi tradition has an important function in strengthening the identity of the community. Through this tradition, the community not only celebrates seafood but also reminds them of the traditional values that are the basis of their social life. One of the community leaders stated that this tradition functions as a "social bond" that maintains harmony in the community. The presence of all members of the community in this ritual, from children to the elderly, creates a strong sense of togetherness and solidarity.

However, the results of this inventory also reveal several challenges in preserving this tradition. One is the lack of systematic formal documentation of the core elements of the Mappanretasi tradition. Most of the information about this tradition is still oral, so it is susceptible to the loss of important details over time. In addition, there are concerns that the commercialization of this tradition may diminish its spiritual essence. One of the traditional leaders said, "We are afraid that if this tradition is changed too much for tourists, then its meaning will be lost and it will only become a spectacle."

The results of this cultural inventory provide a solid foundation for understanding the complexity and deep values of the Mappanretasi tradition. This data also shows the importance of collaboration between the government, the community, and academics in maintaining the sustainability of this tradition as an integral part of the cultural identity of Tanah Bumbu Regency.

The Mappanretasi tradition is not only a cultural symbol of the Bugis people in Tanah Bumbu Regency but also has a real impact on the local economic sector, especially on the development of Micro, Small, and Medium Enterprises (MSMEs). Based on in-depth interviews and observations in the field, this tradition acts as a catalyst that drives economic activity during its implementation. The implementation of this tradition involving various elements of society creates economic opportunities for MSME actors, especially in the culinary, handicraft, and service sectors. One of the local food traders interviewed revealed that the Mappanretasi moment became a "harvest season" for them, as a significant surge in visitors increased the demand for local products.

In the culinary sector, the Mappanretasi tradition encourages demand for regional specialties that are used both as part of ritual offerings and for participants' consumption. Some of the typical foods sold during this event include traditional cakes, processed seafood, and local drinks. A small business owner who produces traditional cakes stated that during Mappanretasi, sales increased up

to three times compared to normal days. This shows that cultural traditions have the potential to support the sustainability of MSME businesses, especially those that focus on local products that have cultural value.

In addition to the culinary sector, handicrafts also get a positive impact from this tradition. Products such as miniature boats, sea-themed wall hangings, and traditional clothing are in high demand among tourists and ritual participants. One of the local artisans who has been running his business for more than five years said that the demand for his products increased drastically during the implementation of Mappanretasi. He also added that this tradition provides an opportunity for him to promote his products to tourists, who often buy in large quantities as souvenirs. Thus, Mappanretasi is not only a place for cultural preservation but also a platform to introduce local products to a wider market.

From a service perspective, business actors such as local transportation providers, event organizers, and traditional equipment rental services also get significant economic benefits during this tradition. Field observations show that transportation providers such as boats and land transportation have experienced an increase in demand due to the large number of visitors from outside the region who come to witness the Mappanretasi ritual. One of the boat drivers stated that during the event, he was able to double his income due to the high demand for trips to the ritual site. The same thing was also felt by the event organizers who provided stages, decorations, and other supporting equipment.

The results of interviews with the local government show that the Mappanretasi tradition has become one of the main attractions included in the tourism calendar of Tanah Bumbu Regency. The government noted that the implementation of this tradition has a direct impact on increasing regional income through the tourism sector and MSMEs. One of the officials in the tourism sector stated, "Mappanretasi is a cultural asset that not only preserves traditions but also encourages the local economy. We continue to strive to promote this event as a major tourist attraction." This statement shows that the government sees great potential in integrating cultural traditions with regional economic development.

However, despite having a significant positive impact, there are several challenges faced by MSME actors in taking advantage of the economic opportunities offered by this tradition. One of the main challenges is the limited capital and market access that is still felt by most local MSME players. Many of them have struggled to increase production capacity during the implementation of Mappanretasi due to a lack of financial and infrastructure support. A small business actor interviewed mentioned that despite the increased demand, he is often overwhelmed to fulfill orders due to the limitations of production tools. This shows the need for intervention from the government or related institutions to provide greater support to local MSMEs.

Another challenge that arises is competition with products outside the region which often have cheaper prices. Some MSME actors complained that products from outside, especially those sold by seasonal traders who came during Mappanretasi, became quite tough competitors. Although local products have uniqueness and high cultural value, consumers often choose cheaper products without considering these values. One local artisan stated, "We often lose out because products from outside are cheaper, even though the quality is not always better." This statement shows the need for more effective marketing strategies to highlight cultural values in local products.

To overcome this challenge, several initiatives have been carried out by local governments and local communities. One of them is the implementation of an MSME bazaar that specifically displays local products during the implementation of Mappanretasi. This bazaar not only provides space for MSME actors to market their products but also increases visitor awareness of the importance of supporting the local economy. In addition, training and mentoring for MSME actors have also been carried out to increase their capacity in facing the surge in demand. However, the results of the interviews show that this initiative still needs to be improved, especially in terms of its reach and effectiveness.

Overall, the Mappanretasi tradition has a significant impact on the development of MSMEs in Tanah Bumbu Regency. This tradition not only creates economic opportunities but also becomes a tool to strengthen local identity through cultural products. However, to maximize the impact, closer collaboration is needed between the government, MSME actors, and local communities in

overcoming existing challenges. With the right support, Mappanretasi can continue to be a source of economic sustainability as well as cultural preservation in this area.

The Mappanretasi tradition, as one of the local wisdom of the people of Tanah Bumbu Regency, faces various challenges in its preservation efforts. Based on interviews with indigenous leaders, local governments, and communities, these challenges include social change due to modernization, lack of resource support, and lack of participation of the younger generation. All of these factors are interrelated and put significant pressure on the sustainability of this tradition.

One of the biggest challenges identified is the impact of modernization on people's lifestyles. Globalization and popular culture currents driven by digital technology have changed the way the younger generation views local traditions. Based on an interview with an indigenous leader, he said, "Young people are now more interested in foreign cultures than our own traditions. They would rather watch the event on social media than take part in Mappanretasi." This statement shows that local traditions such as Mappanretasi are starting to lose their appeal in the eyes of the younger generation, who should be the successors to the preservation of this tradition. The younger generation often feels that this tradition is no longer relevant to their modern lifestyle, so their participation in the implementation of the tradition is decreasing.

The lack of formal documentation is also one of the main challenges in the preservation of this culture. Most elements of the Mappanretasi tradition are passed down orally from one generation to the next. However, with the younger generation's diminished interest in this tradition, many important elements are at risk of being lost or forgotten. One community leader who has been involved in this tradition for decades stated, "We have no written record of this tradition. Everything is taught orally. If no one wants to learn, then this tradition can be lost." The absence of systematic written or multimedia documentation makes this tradition vulnerable to the erosion of the core values that define it.

Another challenge is the limited financial support and resources from the government and related institutions. Although Mappanretasi has been recognized as one of the cultural attractions of Tanah Bumbu Regency, support in the form of funding for its implementation is still considered minimal by the local community. Based on an interview with one of the tradition organizing committees, he stated that most of the implementation costs still depend on the contribution of the local community. "We often have trouble raising funds for this event. Sometimes we have to use personal money to make sure this tradition continues," he said. This situation shows the need for clearer and more structured budget allocation from local governments to support the preservation of these traditions as part of cultural heritage.

Competition with the modernization and commercialization agenda is also a significant challenge in maintaining the spiritual and social values of the Mappanretasi tradition. Many fear that over-commercialization could turn this tradition into a mere tourist attraction, losing its deep spiritual and customary meaning. One of the traditional leaders expressed his concern, "If we modify this tradition too much to attract tourists, then we could lose its spiritual essence. This tradition is not just about performance, but about our relationship with our ancestors and nature." These concerns are an important challenge, given that the pressure to make these traditions more attractive to tourists and meet commercial expectations often runs counter to the core values of tradition.

In addition, environmental changes and urbanization also have a significant impact on the sustainability of this tradition. The Mappanretasi ritual performed in the sea requires supportive environmental conditions, including the availability of abundant marine products as part of the offering. However, based on observations and interviews with local fishermen, marine products in this area have declined due to overexploitation and environmental damage. An interviewed fisherman said, "We see that the catch is decreasing year by year. This makes it difficult to provide enough seafood for the ritual." This decline in natural resources not only affects the implementation of traditions but also adds to the economic burden for local communities.

The lack of education and public awareness is also a challenge in preserving this tradition. Many people do not fully understand the philosophical values behind the Mappanretasi tradition, so they see it only as an annual ritual with no deep meaning. Based on the results of an interview with one of the education leaders in the area, he stated, "We need to incorporate traditions such as Mappanretasi into the local education curriculum so that children can learn and appreciate our culture from an

early age." This proposal demonstrates the importance of integrating local cultural values in the education system as part of a long-term strategy for cultural preservation.

Overall, these challenges show that the preservation of the Mappanretasi tradition requires a holistic and collaborative approach. Local governments, local communities, the younger generation, and the education sector need to work together to overcome these barriers. Formal documentation, adequate budget allocation, and effective education campaigns can be the first steps to maintain the sustainability of this tradition. By overcoming these challenges, the Mappanretasi tradition can not only be maintained but also develop into a stronger symbol of cultural identity in the modern era.

Cultural inventory is an important step in understanding and maintaining the sustainability of local traditions such as Mappanretasi in Tanah Bumbu Regency. The results of the study show that this tradition has deep spiritual, social, and symbolic meaning, making it more than just a ceremonial ritual. This tradition reflects the close relationship between humans and nature, where the sea is seen as a sacred entity and must be respected. This perspective is relevant to Geertz's (1973) view of the symbolic meaning of culture, where each element of culture reflects the way society perceives their world. In the context of Mappanretasi, symbols such as decorated boats, food offerings, and colors in the decoration have a philosophical meaning that emphasizes not only gratitude but also community solidarity.

The involvement of all levels of society in this tradition shows that Mappanretasi is not only a tradition that is inherited vertically from generation to generation, but also a collective tradition that strengthens social cohesion. This is in line with Durkheim (1912) who stated that collective rituals can strengthen social solidarity through joint participation in meaningful activities. The younger generation, despite the challenges of modernization, still shows involvement in certain aspects of this tradition, such as art and decoration. However, their interest in this tradition seems to be further eroded by the more dominating influence of global cultures. This phenomenon is in line with the findings of Appadurai (1996), which shows that globalization often creates tensions between local values and global cultures, which can ultimately threaten the sustainability of local traditions.

The cultural inventory carried out also shows that this tradition adapts to the changing times through the addition of modern elements such as art performances to attract the younger generation and tourists. This adaptation can be understood through the diffusion innovation theory by Rogers (2003), which explains how cultural elements can be changed without losing their basic essence to remain relevant in the modern era. However, it is important to ensure that this adaptation does not detract from the spiritual and symbolic significance of the tradition. For example, excessive commercialization can shift the focus of tradition from sacred rituals to mere tourist spectacles. This is a challenge in maintaining a balance between cultural preservation and modern adaptation.

In addition to its symbolic meaning, the Mappanretasi tradition also reflects the relationship between humans and nature, especially the sea as a source of life. This ecological perspective is relevant to the view of Capra (2016), who emphasizes the importance of a harmonious relationship between humans and the environment for the sustainability of ecosystems. In this context, Mappanretasi not only serves as a cultural ritual but also serves as a reminder of the importance of maintaining the sustainability of natural resources. This can be seen in the offering of seafood, which symbolizes gratitude as well as responsibility for the environment.

However, the results of the study also reveal challenges in documenting the core elements of this tradition. Most of the information about Mappanretasi is still passed down orally, which makes the tradition susceptible to the loss of important details over time. The lack of formal documentation creates a major risk to the sustainability of this tradition, especially in the modern era where the transmission of oral knowledge is increasingly eroded by the lack of interest of the younger generation. This situation emphasizes the importance of documentation as a cultural preservation strategy, as suggested by Susanto and Wibowo (2022), who mentioned that digitization and formal documentation can help keep local cultural heritage alive in the midst of the dynamics of globalization.

The involvement of the younger generation in cultural inventory is also crucial to ensure the sustainability of this tradition. Culture-based education, as proposed by Yulianti et al. (2020), can be a solution to strengthen the appreciation of the younger generation for local traditions. The integration of cultural values such as Mappanretasi into the local school curriculum not only

enhances their understanding of the tradition but also provides a sense of responsibility to preserve it.

Cultural inventory shows that the Mappanretasi tradition has a complex and significant dimension, both socially and spiritually. However, the preservation of this tradition requires a holistic strategy, one that focuses not only on the implementation of rituals but also on education, documentation, and adaptation. By involving all stakeholders, including the local community, the government, and the younger generation, this tradition can continue to be an integral part of the cultural identity of Tanah Bumbu Regency while making a real contribution to social and environmental sustainability.

The Mappanretasi tradition has a significant role in supporting the local economic sector, especially for Micro, Small, and Medium Enterprises (MSMEs). Based on the results of the research, this tradition creates extensive economic opportunities through increased demand for local products and services during its implementation. This shows that local culture not only has social and symbolic value but also becomes an important economic resource. This perspective is supported by the findings of Getz and Page (2016), which show that cultural festivals can be a major catalyst in driving local economic growth, particularly through the tourism and trade sectors. The Mappanretasi tradition, as a form of cultural festival, provides space for MSMEs to market their products to a wider audience, both local communities and tourists.

The culinary sector is one of the biggest beneficiaries of this tradition. Local food products, which are used as part of rituals and consumption by participants, experienced a surge in demand during the event. This not only provides direct financial benefits for MSME actors but also strengthens the regional cultural identity through traditional food. According to Schupp and Sharp (2019), local food has an important role in strengthening the appeal of cultural tourism, as it reflects the character and values of the community. In the context of Mappanretasi, traditional culinary such as processed seafood is not only part of the ritual but also a medium to promote the cultural richness of the region to visitors.

In addition to the culinary sector, handicrafts also get significant economic benefits from the implementation of this tradition. Miniature boats, traditional clothing, and marine-themed decorations are in demand during the event. This reflects the relevance of the creative economy theory proposed by Florida (2014), which states that cultural creativity can be a source of innovation and economic growth. The local artisans interviewed showed that the demand for their products increased drastically during the implementation of Mappanretasi, which ultimately supported the sustainability of their business. However, it is important to ensure that these MSME actors receive enough support to meet the increasing demand, such as skills training and access to a wider market.

The positive impact is also felt by the service sector, especially transportation and event organizers. Local transportation providers, such as boat and land vehicle drivers, recorded a significant increase in revenue during this tradition. This phenomenon supports the view of Ashley and Roe (2017), which show that local cultural festivals often increase demand for supporting services, such as accommodation and transportation. In the context of Mappanretasi, transportation services play an important role in connecting local communities with ritual sites, as well as facilitating the mobility of tourists. In addition, event organiser services, such as stage and decoration providers, also benefit significantly economically, demonstrating that this tradition has a cross-sectoral impact.

However, the challenges faced by local MSMEs cannot be ignored. One of the main challenges is the limited production capacity to meet the surge in demand during the implementation of Mappanretasi. Many MSME actors complain about the lack of capital to increase production scale, which ultimately limits their income potential. This situation shows the importance of intervention from the government and related institutions to provide financial support and training for local MSME actors. As revealed by Tambunan (2020), access to financing and business training is a key factor in increasing the competitiveness of MSMEs in an increasingly competitive market.

Competition with products outside the region is also a significant challenge for local MSME actors. Cheap products brought by seasonal traders often attract the attention of consumers, even though local products have higher cultural value and quality. This phenomenon shows the need for a more effective marketing strategy to highlight the uniqueness and added value of local products.

According to Kotler and Keller (2016), product differentiation through culture-based branding can help MSMEs increase their competitiveness. In the context of Mappanretasi, utilizing cultural elements as part of a marketing strategy can be a solution to strengthen the position of local products in the market.

In addition, the commercialization of cultural traditions such as Mappanretasi also poses its own risks. While the integration of traditions into the economic sector provides tangible benefits to MSMEs, there are concerns that focusing on the commercial aspects could diminish the cultural and spiritual significance of these traditions. This supports the view of Cohen (2018), who states that the commercialization of culture often creates a tension between the preservation of traditional values and economic exploitation. Therefore, a careful balance is needed in managing the cultural and economic aspects of this tradition.

To overcome these challenges, several strategic steps can be taken. First, local governments need to pay more attention to local MSME actors by providing access to adequate financing, training, and infrastructure. Second, collaboration between the government, MSME actors, and local communities can encourage the creation of a business ecosystem that supports the sustainability of cultural traditions. Third, the use of digital technology can be an effective tool to promote local MSME products to a wider market. According to Levy and Powell (2021), digitalization is the key to increasing the visibility and competitiveness of MSMEs in the modern era. With this strategy, local MSMEs can maximize the economic benefits of the Mappanretasi tradition without sacrificing the underlying cultural values.

The Mappanretasi tradition is not only a symbol of cultural identity but also a driving force for the local economy that supports the sustainability of MSMEs. Although challenges such as limited production capacity and competition with foreign products remain, the positive impact of this tradition on MSMEs shows its potential as a significant economic asset. With the right support, the Mappanretasi tradition can continue to contribute to the empowerment of MSMEs and strengthen the cultural identity of Tanah Bumbu Regency in the midst of changing times.

The preservation of the Mappanretasi tradition in Tanah Bumbu Regency faces a variety of complex challenges, which include the impact of modernization, lack of formal documentation, and limited resource support. The results of the study show that these challenges have the potential to threaten the sustainability of traditions, especially in the midst of globalization that increasingly dominates the lives of local communities. This perspective is in line with the view of Hall (2012), who stated that modernization often creates cultural homogenization, which leads to a decrease in people's interest in local traditions. In this context, cultural preservation efforts require a strategic approach that is able to answer social, economic, and environmental challenges.

One of the main challenges in preserving Mappanretasi is the declining interest of the younger generation in this tradition. Younger generations who are more exposed to global popular culture tend to consider local traditions as outdated and less relevant to their modern lifestyles. This phenomenon supports the findings of Appadurai (1996), who stated that globalization often creates tensions between traditional values and global cultures. To overcome this problem, culture-based education can be a strategic solution. As suggested by Susanto and Wibowo (2022), the integration of local cultural values into the formal education curriculum can increase the appreciation of the younger generation for traditions, while strengthening their cultural identity.

The lack of formal documentation is also a significant challenge faced in preserving the Mappanretasi tradition. Most of these elements of tradition are passed down orally from generation to generation, which makes them susceptible to the loss of important details over time. Without systematic documentation, many aspects of tradition are at risk of being erased by social and generational changes. Bowen (2009) stated that formal documentation, both in written and digital form, is an important step in maintaining the sustainability of cultural traditions. In this context, the digitization of the Mappanretasi tradition can be one of the effective preservation strategies, by utilizing technology to record and store the core elements of the tradition.

Another challenge faced is the limited support of resources, both in the form of funding and infrastructure. The results show that most of the cost of implementing Mappanretasi still depends on the contribution of local communities, while support from the government and the private sector is still minimal. This situation highlights the importance of clearer budget allocation from local

governments to support cultural preservation as part of sustainable development policies. Tambunan (2020) noted that government intervention in the form of adequate financial and regulatory support is a key factor in ensuring the sustainability of local traditions amid the pressure of modernization.

The commercialization of tradition is also a complex issue in the preservation of Mappanretasi. On the one hand, commercialization can help increase the visibility of these traditions and attract tourists, ultimately having a positive impact on the local economy. However, on the other hand, too much focus on the commercial aspect can diminish the spiritual and symbolic meaning of this tradition. Cohen (2018) mentions that cultural commercialization often creates a conflict between the preservation of traditional values and economic exploitation. To overcome this issue, a balanced approach is needed between the preservation of cultural values and economic development.

Environmental challenges are also an important factor affecting the preservation of this tradition. Mappanretasi rituals that depend on marine products face the risk of declining marine resources due to overexploitation and environmental damage. This not only affects the implementation of traditions but also has an impact on the economic sustainability of local communities that depend on natural resources. This perspective is in line with the view of Capra (2016), who emphasizes the importance of a harmonious relationship between humans and the environment for ecosystem sustainability. In this context, the preservation of the Mappanretasi tradition must involve environmental conservation efforts as an integral part of the preservation strategy.

The lack of public awareness of the philosophical values contained in this tradition is also a challenge. Many people only see Mappanretasi as an annual ritual without understanding the deep meaning behind it. This lack of understanding can reduce community participation in the implementation of traditions. According to Yulianti et al. (2020), effective education about local cultural values is an important step to increase community participation and strengthen support for the preservation of traditions. In this regard, public campaigns and informal education programs can be effective tools to build public awareness.

To address these challenges, close collaboration is needed between the government, local communities, and the private sector. Local governments can play the role of key facilitators by providing regulations, funding, and infrastructure that support cultural preservation. Meanwhile, local communities need to be actively involved in every stage of conservation, from planning to implementation. Levy and Powell (2021) noted that the involvement of local communities in cultural preservation not only increases the effectiveness of the program but also ensures the sustainability of the tradition in the future. In addition, the private sector can contribute through investment in cultural preservation programs, such as the development of culture-based tourism and local economic empowerment. The challenges in preserving the Mappanretasi tradition reflect the complexity of the relationship between traditional values and the dynamics of modernization. With a holistic and collaborative approach, these challenges can be overcome to ensure that the Mappanretasi tradition is not only a cultural heritage but also a relevant and sustainable resource in the era of globalization.

Conclusion

This study shows that the Mappanretasi tradition in Tanah Bumbu Regency is a manifestation of local wisdom that is rich in spiritual, social, and symbolic meaning. This tradition not only reflects the relationship between humans and nature, but also strengthens the cultural identity of the local community through elements such as rituals of offerings, collective participation, and traditional values that are passed down across generations. Through cultural inventory, it was discovered that this tradition involved unique symbols, such as boat decorations and food offerings, which emphasized its philosophical depth. However, the challenges of documentation and modernization threaten the sustainability of this tradition if not managed properly.

In addition to the cultural aspect, Mappanretasi has a significant economic impact on Micro, Small, and Medium Enterprises (MSMEs). The implementation of this tradition creates economic opportunities through a surge in demand for local products and services, especially in the culinary, handicrafts, and transportation sectors. However, limited production capacity and competition with foreign products are challenges that require further intervention, both in the form of funding and training for MSME actors.

The main challenges in preserving this tradition include the declining interest of the younger generation, the lack of formal documentation, and the impact of modernization leading to the commercialization of the tradition. Nonetheless, opportunities to preserve this tradition remain open through a holistic approach involving culture-based education, digitalization, and regulatory support. Collaboration between the government, the community, and the private sector is key in overcoming these obstacles to ensure that Mappanretasi remains relevant and sustainable.

Based on the findings of the study, several strategic steps are suggested to support the preservation of the Mappanretasi tradition while increasing its impact on the community and local economy. First, a systematic effort is needed in documenting the core elements of this tradition. Documentation in written form, photos, and videos can ensure that these cultural values are not lost amid the pressure of modernization. Digitizing this tradition can also be an effective way to attract the attention of the younger generation and global tourists.

Second, the integration of local cultural values into the formal education curriculum is very necessary. This step can strengthen the appreciation of the younger generation for traditions such as Mappanretasi while giving them a sense of responsibility to preserve them. Informal education programs, such as cultural workshops or local art festivals, can also be an alternative to increase the involvement of the younger generation in the implementation of these traditions.

Third, local governments need to increase budget allocation for the preservation of local culture. Greater financial support can be used to finance the implementation of traditions, training for MSME actors, and the development of infrastructure that supports cultural activities. In addition, the development of community-based policies that involve local communities in each stage of cultural preservation will ensure that they are relevant to local needs.

Fourth, the private sector can be involved through strategic partnerships in promoting this tradition as a cultural-based tourism asset. By leveraging digital technology and social media, the private sector can help increase the visibility of Mappanretasi at the national and international levels. In addition, business skills training and access to a wider market for MSME actors can also be part of the private sector's contribution.

Fifth, environmental conservation must be an integral part of efforts to preserve this tradition. Given the dependence of the Mappanretasi tradition on marine resources, steps to maintain the sustainability of marine ecosystems are very important. Governments, communities, and environmental organizations can work together on conservation programs that ensure that natural resources remain available to support the implementation of these traditions.

Overall, the Mappanretasi tradition has great potential to become a sustainable cultural and economic asset for Tanah Bumbu Regency. By addressing existing challenges through holistic and strategic collaboration, this tradition can continue to provide social, economic, and environmental benefits for future generations. This research also opens up opportunities for further studies that can explore more deeply the impact of local culture on community development, especially in the era of dynamic globalization

Acknowledgment

The authors extend their sincere appreciation to all individuals who have contributed to this research through their assistance in the execution of the study.

Declarations

Author contribution. All authors contributed to the completion of this study.

Funding statement. Funding The research was independent, no one provided grant funding for this research.

Conflict of interest. The authors declare no conflict of interest.

Additional information. No additional information is available for this paper.

Data and Software Availability Statements

This paper provides data and software in support of the results reported in the article that were analyzed and generated during the research.

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