

## **The Potential and Contribution of the Monument of Ganggawa Sidenreng Rappang and Government Role in Enhancing Its Economic Potential**

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### **ABSTRAK**

Monumen terkenal dengan peninggalan sejarahnya, setiap daerah di Indonesia dinilai memiliki potensi peluang bisnis dengan memiliki tugu atau bangunan bersejarah. Dinas Pariwisata Sidenreng Rappang mengelola banyak objek dan situs wisata, salah satunya adalah Monumen Ganggawa. Terletak di Maritengngae, Kabupaten Sidenreng Rappang, monumen Ganggawa telah menjadi salah satu monumen yang paling banyak dikunjungi. Pemandangan dan suasannya sangat menyenangkan meski berada di tengah kawasan. Monumen ini telah menjadi kawasan wisata kuliner, membantu warga setempat dengan menyediakan lahan untuk berjualan makanan, dan makanan ringan. Tujuan dari penelitian ini adalah untuk mengeksplorasi nilai atraksi, potensi, dan kontribusi monumen Ganggawa terhadap keadaan ekonomi penduduk lokal, serta bagaimana peran pemerintah dan keterlibatan penduduk lokal dalam memaksimalkan potensi ekonomi monumen Ganggawa, dengan menggunakan metode kualitatif dengan menggunakan wawancara terbuka sebagai instrumen pengumpulan data, penelitian ini kemudian akan menggunakan penalaran deduktif untuk melihat kontribusi monumen terhadap masyarakat lokal. keadaan ekonomi penduduk. Temuan Penelitian ini juga akan mencerminkan peran pemerintah dalam mendukung pembangunan monumen Ganggawa.

*Kata Kunci: Monumen, Ekonomi Lokal, Peluang Bisnis, Peran Pemerintah.*

### **ABSTRACT**

Monuments are famous for their historical heritage. Every region in Indonesia is regarded as a prospective business opportunity due to the presence of historical buildings or monuments, which are renowned for their historical significance. The Ganggawa Monument is among the numerous tourist attractions managed by the Sidenreng Rappang Tourism Office. The Ganggawa Monument, situated in Maritengngae, Sidenreng Rappang Regency, has garnered significant attention as a preferred attraction for visitors. Despite its central location, the ambiance and visual appeal are exceptionally serene. By providing space for the sale of refreshments and food, this monument has transformed into a culinary tourism destination that benefits the local culture. By using open interviews as a data collection instrument and qualitative research methods, this study seeks to investigate the Ganggawa monument's contribution, potential, and appeal to the local populace's economic situation, as well as the government's and residents' roles in optimizing the monument's economic potential. The contribution of monuments to local communities will subsequently be determined through deductive reasoning in this study. The population's economic situation. Additionally, the government's contribution to the Ganggawa monument's construction will be reflected in the findings of this study.

*Keywords: Monument, Local Economic, Business Opportunities, Government Role.*

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## Introduction

Momentous occurrences throughout human history occasionally inscribe enduring recollections that transcend temporal boundaries. Monumental structures are frequently erected in remembrance of momentous historical occurrences, affording visitors the opportunity to delve into their histories and evoke a sense of wonder. In recent times, numerous abandoned sites or monuments that possess aesthetic appeal frequently transform into strategic locations for trade and the sale of products, predominantly refreshments and food. The necessity of economic activities to sustain livelihoods, provide for families, and fulfill financial obligations is indisputable for a great number of individuals.

Monuments and national buildings have been under the management of the Tourism Office. It is expected to build and develop the local economy through the presence of historic buildings. This kind of strategy has been widely researched before, many of which found mixed results on tourism destinations, historic buildings, monuments and national buildings as drivers in the local economy. This is reflected in an empirical research conducted by (Purnamasari et al., 2022; Soebijantoro et al., 2023; Tripariyanto et al., 2020). The following empirical research focuses on how monumental sites build economic value and potential, some even mention that revitalization is the best way to turn monumental sites into markets for culinary, home products, and creative products. To achieve this, the government, especially the tourism office, must be able to support by providing adequate policies, financial assistance, and facilities. According to Irhamna (2017) the government's contribution to the construction of national monuments and buildings has resulted in increased revenue, often as high as 15%. Conversely, the benefits also include increased employment prospects. While these prospects may not be large, they provide opportunities for the unemployed to engage in economic activities. While historical buildings, including monuments can contribute to local economic development, the monuments themselves have intrinsic value as they assist local residents in supplementing their income through the sale of snacks and food around the monuments. Monuments attract not only locals but also people from all over the country, who are interested in studying or reflecting on the historical significance of the buildings (Ratnasari & Daeka, 2016).

Apart from the important role of the government, stakeholders should also participate in the development of monumental and historic sites as economic engines for local communities. Promotion, improvement of facilities and infrastructure, and community participation should be incorporated into the tourism agency's strategy (Gunawan et al., 2016). The development of a strong tourist destination utilizing historical buildings or monuments can be based on the active participation of human resources in the productive age, promotion through print and online media, the educational level of human resources, and government policies; additional factors may include the aesthetic appeal of the surrounding environment. If they meet the necessary criteria, monuments or historical buildings can generate prospects such as establishing a safe and favorable environment for social, political, religious, and recreational activities, serving as a tourist attraction, and generating income for local residents (Ningsih, 2013). Tourism development can have both positive and negative impacts. Positive impacts appear in the form of improved infrastructure, employment opportunities, population welfare, and overall well-being. Conversely, negative impacts are seen in the cultural changes and transformations that accompany the adoption of more contemporary ways of life, as well as inappropriate utilization of tourism artifacts (Rahmayanti & Pinasti Sri, 2018). Certain regions

can benefit from the presence of tourist attractions, such as historical buildings and monuments, if they are effectively managed and supported both internally and externally. The role of the government in providing support to attractions through policies, financial assistance, and other means should be considered as an external aspect. On the other hand, the involvement of residents and the quality of human resources as human resources are internal aspects.

Each region has a unique tourist attraction that has a diversity of attraction values, the level of visitors must be different from one place to another. One of the provinces in Indonesia is South Sulawesi, this province has 24 regencies and cities, one of which is Sidenreng Rappang. Sidenreng Rappang Regency is known to have many tourist attractions, to be precise 18 tourist attractions, one of which is the Ganggawa Monument, in the last two years the Ganggawa Monument has experienced an increase in the number of visitors from 2,298 people in 2020 to 6,767 people in 2021, the data was obtained from the Central Statistics Agency (BPS) of Sidenreng Rappang Regency. The increasing number of visitors demonstrates the success of the Ganggawa Monument in attracting visitors; moreover, the monument has emerged as a highly sought-after destination for 'culinary tourism' in the Sidenreng Rappang region. The Ganggawa Monument, which was originally just a monument, has become popular due to its historical value. The monument was built to commemorate the services of a young man named "Laskar Ganggawa" who defended Sidenreng Rappang during the war. As the spirit of a valiant warrior is believed to live on today, the monument embodies the spirit and courage of Laskar Ganggawa. In contrast, Ganggawa was just a cemetery in the early 2000s; the neighborhood and the remaining graves reflected a state of neglect. However, in late 2010, some people took the initiative to set up shops and turn the area into a commercial district (Sumartan & Wahyuddin, 2023). Ganggawa has unlimited potential, especially in the economic sphere. Some of the empirical studies mentioned above also show that monumental sites have the capacity to improve the economic situation of the local population. Ganggawa reflects this in a similar way; the local aesthetics and ambience have the potential to attract visitors, and this is even more evident if there are many places for them to gather. This paper aims to determine the attraction value and potential of Ganggawa, furthermore, it also discuss some of its contributions, and how government intervention can improve Ganggawa's performance in terms of local economic activity.

## **Methodology**

This research wa a qualitative research with a case study focused on Ganggawa, namely on the economic activities carried out at this monumental site. The object of this research was the business actors who conduct business activities at the Ganggawa Monument located in Maritengngae area, Sidenreng Rappang. The purpose of this research was to explore the role of the monument in helping to improve the economy of the local community. This included several aspects such as attraction value, potential and contribution, the role of the government and the involvement of the local community in economic activities centered on the Ganggawa Monument. The sample in this study amounted to 30 people, who were selected based on the objectives of this study, in this case business people who run businesses at the Ganggawa Monument.

Data was collected using open-ended interviews and observations, there were several questions used to collect data relevant to this study, namely (1) What are the attractions of this

monument in your view, so you decided to set up a business at this location? (2) Do you think this monument has potential in the future, especially economically? (3) How does this monument contribute to your business? (4) In your opinion, is the role of the government important to increase the potential of this monument, and has the government paid enough attention to this monument? and (5) In your opinion, as a local resident, especially as a business owner, is your role or the role of the local community important to increase the potential and contribution of this monument? The data accumulation was then continued by using deductive reasoning to identify the main aspects that make Ganggawa Monument considered as one of the most visited tourist destinations in Sidenreng Rappang. These aspects as mentioned earlier are the attraction value which includes the historical heritage, scenery, facilities, and strategic location, economic potential, contribution which includes economic contribution, i.e. in creating new jobs and reducing unemployment, the role of the government which includes their spending to improve the facilities and economic value of the monument, and the involvement of the local community. This is reflected in the visitors and how the local community values Ganggawa more than other monumental sites elsewhere.

## **Result and Discussion**

### **1. Value of Attractiveness**

The Ganggawa Monument was built around 1970 as a memorial to the valiant actions of the younger generation at that time, which involved resistance against the colonizers. Since around 2010 until now, the government has maintained the Ganggawa Monument as a monumental building. Economic activities and vending are allowed around the monument. A number of shops can be found both inside and outside the monument itself today. Apart from its historical significance, the attractiveness of this monument is determined by a number of other factors, which are investigated in this study.

In accordance with the interview findings, some of the participants indicated that the Ganggawa Monument is located in the central area of Sidenreng Rappang. On the main road connecting the province, many vehicles pass by, making it difficult to overlook the Ganggawa Monument. As stated by other respondents, the unique features of the playground, such as the swings, caves and flower garlands that adorn the entire area, have been the most alluring features, attracting visitors. In addition, respondents mentioned the government's responsibility to keep the monument clean as an attractive feature. The results show that the Ganggawa Monument has successfully created a pleasant atmosphere for leisure, as evidenced by children's satisfaction with the playground. In addition, the scenery of the monument has a distinct and unique quality, earning the monument the nickname "Pantai Kering", meaning "Dry Beach". In addition to the aforementioned historical heritage, the cave and tombs of freedom fighters serve as a remembrance of important events at this monument.

Numerous investigations and empirical studies have reached similar conclusions regarding the aesthetic appeal of historic buildings. Attractiveness is associated with the scenery of tourism destinations; waterfalls and the natural conditions of the destination are among the attributes shared by most tourism destinations (Riyani, 2019). In addition, the monument dedicated to General Soedirman in Pakis Baru village has its own distinctive features, including 33 reliefs commemorating his life. These reliefs depict his origins (home) and educational institutions. In addition, the monument is equipped with various facilities designed to meet the

needs of visitors, including a reception area, library, restaurant, theater, and public toilets and restrooms (Nurcahyo & Hidayati, 2012). Another study that examined the distinctive qualities that attract individuals to visit historical buildings focused on Muara Takus Temple in Koto Kampar. Insights from archaeologists revealed the fame of the structure. D. Groot's corner is affiliated with the Srivijaya Kingdom. Unlike Borobudur which was built with andesite stone, Mura Takus Temple was built with a combination of concrete, sandstone and river stone. This gives Mura Takus Temple a distinctive look (Ikhsan et al., 2017). Many other empirical studies reflect the unique history behind each monument such as the Dr. Soetomo monument which provides an objective for the public to reflect on Dr. Soetomo's brave actions and its strategic location for children of the past to learn the history of Dr. Soetomo (Yudha Tripariyanto et al., 2020). Recent research has also identified unique values such as Monpera in Balikpapan which has a unique strategic location near the beach and historical statues of freedom fighters (Yunitasari & Sulaeman, 2022) and Rawagede Monument which has historical relics in the form of graves of people who died during the December 9, 1947 massacre (Yunitasari & Sulaeman, 2022).

Empirical research shows that the historical significance of a monument contributes to its aesthetic value. In addition, the geometric design of the building, the narrative surrounding its construction, or its favorable location all contribute to the monument's appeal as a tourist destination. This feature of the monument appeals not only to locals but also foreigners and tourists interested in historical exploration. Furthermore, the monument has the potential to serve as an educational resource through study tours or relief artworks within its structure, which can provide knowledge that enriches the understanding of children, adults, and even children.

## 2. Potential and Contribution

Incorporating potential into everything is essential; proper management will generate potential; thus, even historically important structures such as monuments have the capacity to develop and build their own potential that everyone can tap into. The economic and social aspects associated with monumental and historic structures of the local population are often influenced by this potential. A number of empirical studies have found indications of this. By recognizing potential, individuals can determine what improvements to make in the future.

The Ganggawa Monument provides opportunities for local residents to engage in economic activities around it. Many respondents, who are shop owners around the monument, stated that the building has generated income in the form of contributions. However, many also stated that there were only a few aspects of this monumental location that posed challenges for them. One such aspect is the level of competition, which only a minority of respondents felt was a barrier to earning more money. In addition, it has been mentioned that visitor numbers are sparse, and in some cases, non-existent. According to the responses of fifty percent of the sample in this study, the Ganggawa Monument has not been able to contribute significantly to their financial needs. Previous research has also indicated that monthly expenditure plays a role in determining the level of significance attributed to income contribution. When a person's monthly expenditure is significantly greater than his or her monthly income, then it has no impact on his or her financial condition (Biantoro & Ma'rif, 2014) Another study using statistical tests found

similar results that although there was an increase in the number of visitors, it did not directly affect and contribute to the income of the local community (Adinugroho, 2017).

Regarding income and contributions, fifty percent of local shopkeepers and residents in the vicinity have reported that the presence of the monument has facilitated increased income. Many of them have tried selling elsewhere, but have indicated that their profits are greater when selling around the Ganggawa Monument than elsewhere. In addition, respondents mentioned that visitors come not only from Sidenreng Rappang but also from neighboring areas and even provinces. It was also said that the Ganggawa Monument, although small in number, has contributed to the financial well-being of the families of business owners who live in the vicinity and generates income. This result is corroborated by many empirical studies. Employment opportunities have been made available to most people, especially those with low education, at the monument and other tourist destinations; transacting business around the attraction does not require a college degree, which has been very helpful in terms of generating income for locals (Martina, 2014). Corresponding statements from additional empirical investigations suggest that the presence of tourist attractions can gradually improve the economic welfare of local residents through their participation in economic ventures around the attractions, including the sale of souvenirs, snacks, and merchandise (Rosidin et al., 2018). Slowly, the presence of tourist attractions and monuments has helped to reduce the problem of unemployment and assist local residents in improving their infrastructure; by participating in these activities, the income of local residents will increase, allowing them to buy more nutritious food, which has a direct impact on their health (Fahlevy & Saputri, 2019).

Tourism destinations, including historic buildings and monuments, have the potential to improve the quality of life of local communities by generating economic benefits. Elements such as the surrounding historic heritage and beautiful scenery can generate concepts for selling unique mementos exclusive to the location. In addition, tourism destinations benefit from their favorable location, which gives visitors easy access to the location (Noviantoro, 2020). Some tourist attractions often become places to hold large cultural events that can certainly attract visitors, thus generating income for local residents on certain days of the year (Muawanah et al., 2020). The increase in tourism also stimulates the desire of locals to develop it, the small details that attract people's attention, such as good places to take pictures, and the development of local products. All of that will develop the area and increase the income of the locals (Pratiwi et al., 2021). Finally, the importance of building the reputation of a tourism destination is the opportunity that comes with it. Over time, the popularity of a place will be capitalized on and thus create opportunities for future development (Maak et al., 2022).

In terms of contribution, the Ganggawa Monument has successfully provided financial assistance to the local communities involved. However, in terms of future prospects, respondents expressed less optimism. However, given the enduring cultural significance of the monument, it is likely that the preservation of its cultural value will be its hallmark and distinguishing feature in the years to come.

### 3. Government and Locals Involvement

While the government's role in the management of the region is crucial, regulations and rules are what maintain social order; the tourism office is responsible for overseeing historical buildings and tourist destinations in the region. Tourism agencies play an important role in

driving local economic growth through the innovative implementation of certain themes. As a result, the historic heritage of an area is often associated with the character of their local economy. The Ganggawa Monument is well-known as one of the most important historical sites in the Sidenreng Rappang region. In and around the monument, community members have engaged in economic activities by selling snacks, cuisine, and merchandise, and often host weekend gatherings, musical performances, and parades.

These activities reflect the local community; Eid al-Fitr and New Year's Eve are the busiest days of the year in terms of visits and gatherings at the monuments. To ensure this continues, the tourism office should implement strategies that center on the needs of the local population and are able to attract international tourists. Based on interview data, it was found that half of the participants in this study expressed satisfaction with the government's performance in maintaining cleanliness around the monument. In addition, the government's contribution is also seen in the monument's infrastructure and facilities, including decorative elements, repairing cracks in every corner, benches, tables, and public toilets. While this is entirely accurate, an opposing viewpoint was expressed by half of the respondents who believe that the government never makes repairs and often only fixes minor damages around the monument, which have little to no effect on its aesthetic value. Minor damages are limited to things like paint and fences. In addition, respondents stated that activities are limited to the front and back yards of the monument, and there are rarely visits to the inside of the monument. As a result, certain people who have set up businesses inside the building receive very little foot traffic.

Respondents further stated that the government should carry out major renovations and add a number of new facilities and entertainment to attract visitors; if possible, events should be held inside the monument occasionally. These results demonstrate the participation of the local community and the almost effective role of the government. A number of previous empirical studies have examined the role of government in explaining and recommending potential strategies to increase the economic potential of historical buildings and monuments in the region. The ultimate goal of tourism development is to be market-driven and sustainable on a national and global scale (Simamora & Sinaga, 2016). To optimize the capabilities of the tourism sector, the involvement and coordination of the government as an entrepreneur, coordinator, facilitator, and stimulator is essential. In addition to encouragement, the government must also provide the necessary infrastructure to meet the needs of domestic and international tourists (Octastefani & Kusuma, 2015). Socialization and promotion are the most obvious roles and actions that can be taken to develop tourist destinations; by doing so, individuals will be more interested in visiting. In addition, roles such as planning, monitoring, and evaluation of development can be determined (Larasati & Kurrahman, 2019). The government is indispensable; the government must act as a motivator; the development of a particular tourist attraction cannot be left entirely to the government; local residents must also participate, especially in building a profession that will increase their income and financial well-being; and the government must act as a promoter to attract various investment sources and stakeholders to invest in the tourist attraction (Hasim, 2020).

The absence of government involvement in the development of tourism attractions is evident in their infrastructure and facilities. Substandard infrastructure fails to attract visitors, and the financial resources required to improve these are unaffordable to the local population. Therefore, government support for tourism-related ventures is essential (Harnida & Tahir,

2012). The government recognizes the important role of local residents and organizes training programs where they are expected to actively participate and acquire knowledge. Such a process is especially important for youth who have the necessary technological skills and knowledge to effectively utilize the internet for promotional purposes. The training is also an example of the government's responsibility in promoting the growth of tourism attractions, including historical buildings and monuments (Millatina et al., 2019).

As mentioned earlier, the Sidenreng Rappang Tourism Office is responsible for the Ganggawa Monument. In addition, the government has assisted shopkeepers around the monument with light renovations and cleaning services. Residents who run businesses around the monument have voiced their dissatisfaction regarding the monthly tax increase from 50 to 100 rupiah. This is considered burdensome, especially considering the decline in revenue caused by the proliferation of competitors in the monument area. The local community proposed to the Sidenreng Rappang government to provide certain facilities, such as children's entertainment, paint, and decorations, to attract domestic and international visitors.

### **Conclusions and Recommendations**

The Ganggawa Monument has had a limited impact on the economic situation of local residents, according to the findings of this investigation. The economic situation of residents has been improved by the Ganggawa Monument. The monument has helped their financial situation, according to respondents. The increasing number of competitors and fluctuating visitor trends are constraints for locals. According to respondents, the government also provides cleaning services, conducts minor renovations, and beautifies the monument with ornamental elements to attract domestic and international visitors.

Further investigation is needed to find out the functions of the government in relation to tourism objects and sites, as suggested by this study. Sidenreng Rappang has many tourist destinations, each of which has different qualities and requires scientific investigation. This study did not cover government programs, policies or financial assistance, all of which would be interesting topics for future research. The monthly tax imposed on local businesses operating around the monument was identified as a challenge for most shopkeepers in the area by the Sidenreng Rappang District Government, especially given the uncertainty of their income.

### **Conflict of Interest**

The authors declare that they have no conflict of interest in the research and writing of this article.

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