STRATEGY OF CULTURAL PRESERVATION AND CULTURAL CONSERVATION AT THE CULTURE OFFICE OF BONE REGENCY

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Abstract

Cultural heritage plays a crucial role in human life, and efforts are needed to conserve it to preserve the essence and existence of culture. This study aims to formulate the research problem of preserving culture and cultural heritage at the Bone Regency cultural office and evaluating the strategy for preserving it. The research method is descriptive with qualitative explanations, and data collection techniques include interviews, observation, and documentation. Primary data was obtained directly from informants, and secondary data was analyzed from related documents. The Bone Regency cultural office has set a strategy for preserving cultural values and heritage by promoting cultural icons and increasing national recognition of intangible cultural heritage to revitalize cultural values among the people of Bone. Based on the results of data processing and analysis, it can be concluded that the cultural office's strategy for cultural conservation has been effective, although there are still areas for improvement in the future..

Keywords : *Culture, Cultural Conservation, Strategy, Preservation, Bone Regency Cultural Office.*

1. INTRODUCTION

Culture is a multifaceted entity that encompasses various aspects of human society, such as science, faith, art, ethics, legislation, traditions, and numerous other skills and behaviors that individuals acquire as members of a community (Taylor, 2001, p. 5). Humans and culture are two inseparable things, Humans and culture together build a life. Humans make an association into a sociocultural unit, and into a community group (Apdillah et al., 2022). In society, humans give birth, create, grow, and develop their culture, there is no human without culture and no culture without humans, as well as no culture without society and no society without culture (Perlas, 2006, p. 30).

Culture can be categorized into two types: material culture (tangible) and intangible culture (intangible). Tangible culture refers to cultural objects that can be seen and touched, such as agricultural tools, artifacts, and weapons. On the other hand, intangible culture includes cultural elements that cannot be seen, but are experienced and felt, such as values, dances, ceremonies, rituals, and skills.

Bone Regency was once a large kingdom, known as the main Bugis kingdom, this also later made Bone the center of Bugis culture in the past. If you look at the long history of Bone as a great

kingdom in its time, Bone is a country with a million cultures that live and develop in the lives of its people. This form of culture can still be found today, although it's not like it used to be.

The challenges of cultural preservation in Bone Regency, seem endless, both challenges that come from outside and challenges from within Bone Regency itself. The challenges of globalization and modernization, for example, so many people in Bone are affected by this, especially youth, this makes them think that culture is ancient and irrelevant to the times, so with such a mindset slowly but surely culture will be abandoned. Likewise, with classical problems that have not been resolved until now, such as the clash of culture with religion, cultural actors are considered idolaters, and culture is considered haram, which is sad because expressions like this are sometimes made by public officials, even religious leaders. In addition, the decline of Bugis culture can occur because of the pattern of fostering and raising children. Parents no longer introduce Bugis culture to their children, for example, children are no longer taught Bugis language at home because it is considered tacky.

Culture is one of the mandatory affairs of the local government, therefore, in facing this problem, the local government in this case the cultural service as the vanguard of cultural preservation must be more sensitive and consider cultural issues as serious matters (Lestari & Suryatimur, 2023). The right cultural strategy is needed to preserve and maintain the integrity of cultural values and the physical condition of Cultural Conservation.

The act of cultural preservation involves ongoing efforts to safeguard a culture's traditions and heritage by protecting, enhancing, and utilizing them. The preservation of cultural heritage requires sustained efforts to ensure that it endures over time. As conservation efforts must be sustainable, it is crucial to establish sustainable practices. Given the information provided, the research question for this study is: What preservation strategy should be implemented by the Bone Regency Culture Service to protect and preserve its culture and cultural heritage?

2. RESEARCH METHODS

The research employed a descriptive qualitative method using a case study approach. Qualitative research takes place in a natural setting and aims to interpret phenomena and reveal their meanings using various methods (Moleong, 2012). The study was conducted at the Bone Regency Culture Service located on Jalan Latenri Tatta No.1 Watampone in the South Sulawesi Province of Indonesia. It was conducted for two months from July to August 2022.

The research examines the strategy for preserving and conserving culture in Bone Regency. The research subjects, also referred to as informants, provide responses or information necessary for data collection (Santana, 2007, p. 25). The study's research subjects include the Head of the Culture Service of Bone Regency, the Head of the Program Subdivision at the Bone Regency Culture Service, members of the Bone Cultural Conservation Expert Team, cultural experts from the Bone Regency government, Bone Cultural Figures, and the general public. Data for this study is categorized into primary and secondary sources. Primary data sources are information obtained directly from primary sources. The research collects data and information through interviews with the Head of the Culture Office of Bone Regency and traditional leaders/culturalists relevant to the study.

The data analysis in this research adopts the Miles and Huberman model. This analysis model indicates that in qualitative research, data analysis is conducted continuously until the data becomes saturated (Sugiyono, 2007).

3. RESULT AND DISCUSSION
Strategic Management

As stated by David (2010, p. 15), Strategic Management refers to the process of formulating, implementing, and evaluating decisions that cut across different functions to enable an organization to achieve its objectives. Strategic management is an organizational endeavor that aims to align an organization with its environment.

According to Robinson (2002, p. 99) When carrying out strategic management activities, we will first process the inputs obtained by evaluating the organization's vision, mission, goals, and objectives, as well as analyzing the internal environment to determine the organization's strengths and weaknesses and external analysis of the organization to identify opportunities and threats. organization. Through input processing, an organization will be able to formulate its mission and goals of the organization.

In strategic management, we will see our efforts to understand the organizational environment or strategic situation by conducting a strategic analysis. Then it will arrive at the strategic choices that will be used by the organization which is then implemented.

Based on some of the things that have been explained above, the author draws a common thread regarding strategic management, namely, it is a process to produce various strategic decisions and actions that will support the achievement of organizational goals. After that, the organization will then choose an alternative strategy that is considered the best to achieve the goals that have been set.

Cultural Concept

Now many people like to discuss cultural issues, whether it's the relationship between traditional culture and modern culture, the problem of changing cultural values, and also the problem of cultural preservation to the promotion of culture. The question arises, how exactly is culture, what is included in the concept of culture, and how does it form?

"Culture with the basic word culture comes from buddha 'which is the plural of buddhi which means mind or reason, thus culture is defined as matters relating to reason and mind. This means that the whole of human ideas and works, must be familiarized with learning, along with the results of the whole mind and work, in other words, culture is the whole system of ideas, actions, and results of human work in the context of community life which is made the property of humans by learning" (Koentjaraningrat, 2000, pp. 77–78).

Culture is also defined as the behavior, belief patterns, and all products (which are the result of interactions between human groups and their environment) of certain human groups that are passed down from previous generations and passed on to the next generation.

Law Number 05 of 2017 article 1 paragraph 1 concerning the promotion of Culture, defines culture as "the entire idea, behavior, and work of humans and/or human groups developed through a learning process and adaptation to the environment that serves as a guide for social life, nation, and state".

According to Sumardjo (2000, p. 2), culture can be classified into two types: tangible and intangible. Tangible culture pertains to visible cultural products such as artifacts, agricultural tools, weapons, musical instruments, and others. On the other hand, intangible culture encompasses cultural practices and beliefs that are not visible and are stored in people's minds. Examples of intangible culture include farming procedures, ceremonies, rituals, and the like.

Elements of universal culture are elements that can certainly be found in all cultures in the world. According to Koentjacaraningrat, culture has universal elements, the elements of universal culture are: "a) Religious systems and religious ceremonies, b) Social systems and organizations, c) Knowledge systems, d) Language, e) Arts, f) livelihood systems life, g) Technology systems and equipment" (Koentjaraningrat, 2000).

a. Cultural Preservation

According to the Big Indonesian Dictionary (KBBI) Preservation comes from the word sustainable, which means to make (let) remain unchanged, let remain as it was, and maintain continuity. Then, in Indonesian rules, the use of the prefix -an and the suffix -an means that it is used to describe a process or effort (verb). then what is meant by preservation is an effort or process to make something remain as it is.

According to Wijaya (2006, p. 23), conservation is a continuous, directed, and integrated activity aimed at achieving specific goals that reflect the existence of something permanent and dynamic, flexible, and selective. Preservation, on the other hand, involves maintaining artistic and cultural values, as well as traditional values, by adapting to changing and evolving situations and conditions. Preservation does not mean being rigid and undeveloped; rather, it is an effort to protect, develop, and utilize cultural objects and cultural heritage.

"Preservation is an effort that is based on, and this basis is also called the factors that support it both from within and from outside the thing being conserved. Therefore, a process or conservation action recognizes strategies or techniques based on individual needs and conditions." (Alwasilah, 2006, p. 56)

One of the objectives of holding cultural preservation is also to revitalize culture (strengthening). About cultural revitalization (Alwasilah 2006:56) said that there are three steps, namely: "(1) understanding to raise awareness, (2) collective planning, and (2) generating cultural creativity."

Effective preservation can only be achieved when the object being conserved is still in use and continues to exist. The same is true for culture, as a culture will disappear if it is no longer in use. When tools are no longer utilized by the community, they will eventually vanish. Therefore, the preservation of a culture requires that there is still a form of culture that exists and is recognized, even if it is eroded or forgotten as it develops.

b. Cultural heritage

Cultural heritage is an inseparable part of the culture of the Indonesian nation because cultural heritage is evidence of the long history of Indonesian civilization in the past which spread throughout the archipelago from Sabang to Merauke.

The concept of cultural conservation is defined in Article 1 Paragraph 1 of Law Number 11 of 2020 as the preservation of cultural heritage, which includes material aspects such as cultural objects, buildings, structures, sites, and areas that hold significant value in history, science, education, religion, and culture. These cultural heritage elements are determined through a process of recognition and require preservation efforts to maintain their importance for future generations.

Seeing the meaning of Cultural Conservation, it can be understood that Culturedivided into 5 types, namely:

(1) Cultural Conservation Objects, Cultural Conservation Objects are natural objects and/or man-made objects, both movable and immovable, in the form of a unit or group, or parts

thereof, or the remnants thereof which have a close relationship with culture and the history of human development.

(2) Cultural Conservation Buildings, Cultural Conservation Buildings are structures made of natural objects or man-made objects to meet the needs of walled and/or non-walled spaces and have roofs.

(3) Cultural Conservation Structure, Cultural Conservation Structure is a built structure made of natural objects and/or man-made objects to meet the needs of activity spaces that are integrated with nature, facilities, and infrastructure to accommodate human needs.

(4) Cultural Conservation Sites, Cultural Conservation Sites are locations located on land and/or in water containing Cultural Conservation Objects, Cultural Conservation Buildings, and/or Cultural Conservation Structures as a result of human activities or evidence of past events.

(5) Cultural Conservation Area, Cultural Conservation Area is a geographical space unit that has two or more Cultural Conservation Sites which are located close together and/or show distinctive spatial characteristics.

Based on Article 1 paragraph 22Law Number 11 of 2020 concerning Cultural Conservation Preservation is a dynamic effort to maintain the existence of Cultural Conservation and its value by protecting, developing, and utilizing it.

Strategy for Preserving Culture and Cultural Conservation at the Culture Service of Bone Regency

At the Indonesian cultural congress (KKI) in 2018, the government together with all stakeholders in the field of culture succeeded in formulating a strategic plan for the advancement of culture for the next 20 years, with the vision that "Indonesia is Happy based on cultural diversity that educates, reconciles and prospers the entire Indonesian people."

The national cultural strategy contains seven strategic agendas, including:

(1) Providing space for diverse cultural expressions and encouraging cultural interaction to strengthen an inclusive culture

(2) Protect and develop traditional cultural values, expressions, and practices to enrich the national culture

(3) Develop and utilize cultural wealth to strengthen Indonesia's position in the international world

(4) Utilizing objects of cultural advancement to improve people's welfare

(5) Promoting cultures that protect biodiversity and strengthen ecosystems

(6) Institutional reform and cultural budgeting to support the cultural promotion agenda

(7) Increasing the government's role as a facilitator for the advancement of culture

The vision of a Happy Indonesia would not have been possible without the cooperation of the cultural stakeholders of the entire Indonesian nation. The work to get there will be enormous, involving all policymakers and all stakeholders in the field of cultural promotion. Therefore, the local government and the Culture Service of Bone Regency must be observant and make the issue of cultural preservation a top priority. One of the goals why conservation must be carried out is to revitalize or strengthen the noble values of our culture to realize the vision of a happy Indonesia. Culture is our main identity as the Indonesian nation, the loss or decline of culture is the same as the loss or decline of this nation.

Preserving the preservation of regional cultural heritage and regional cultural heritage and increasing national recognition of intangible cultural heritage is one of the objectives of the Bone

Regency Culture Office and its target is to maintain cultural and cultural preservation, as well as increase national recognition of intangible cultural heritage. These goals and objectives can be achieved if accompanied by the right and effective strategy.

Table 1. Alignment of goals, objectives, strategies, and policy directions

Destination	Target	Strategy	A policy directions
Maintaining the preservation of regional cultural heritage and regional cultural heritage	Maintaining the preservation of regional cultural heritage	Preserving cultural heritage to make cultural promotion icons	Preservation of cultural heritage as a regional cultural wealth.
	Preservation of regional cultural heritage	Preserving cultural heritage to make cultural promotion icons	Preservation of bone cultural heritage to be known by the wider community
Increasing national recognition of regional cultural works	Increased national recognition of regional cultural works	Increased national recognition of intangible cultural heritage	Provision of study materials to gain recognition of cultural works

Source: Strategic Planning for changes in Disbud Bone 2018-2023

The alignment of goals, targets, strategies, and policy directions of the Bone Regency cultural service is an effort to make policies and strategies more focused and structured. In the Formulation of the Strategic Plan (Renstra)Changes to the Bone Regency Culture Service in 2018 – 2023. Several strategies that are closely related to the preservation of culture and cultural heritage in Bone Regency include;

a. Preserving Cultural Conservation to make cultural promotion icons.

Talking about the preservation of cultural heritage, of course, we are referring according to the Law on Cultural Conservation, according to this Law, cultural heritage is a cultural heritage that is Tangible or visible and material in nature, the existence of that cultural heritage becomes historical evidence or an artifact even becomes the identity or identity of a nation, with the existence of that material cultural heritage. becomes a basic foundation of all the arguments we build about the great history of the Bone kingdom in the past. if people ask when, and where is the evidence, one of the proofs is the existence of the material cultural heritage. In the cultural heritage law, it is stated that efforts to preserve cultural heritage are carried out by protecting, developing, and utilizing them. Preservation efforts are intended as an effort to maintain the object while maintaining the value of the cultural heritage object.

The strategy of the Culture Service of Bone Regency to preserve cultural heritage objects and their values is a strategy of preserving culture to make an icon of cultural promotion, with a policy direction of preserving culture as a regional cultural wealth. Departing from the strategy and policy direction, programs and activities are formulated to implement the strategy.

The program that will execute the aforementioned strategy is a cultural heritage preservation and management program, which includes determining cultural heritage at the district-city level. The first step is to register suspected cultural heritage objects, followed by an assessment conducted by the Cultural Conservation Expert Team (TACB) after passing the registration procedure. This team consists of experts in cultural heritage preservation from various fields who hold competency certificates to recommend the determination, ranking, and elimination of cultural heritage to regional heads. They do so by reviewing and assessing the feasibility of registered objects as cultural heritage.

Table 2. Objects Allegedly Registered Cultural Heritage

No	Object name	No	Object name	No	Object name
1	Lapatau Matanna Tikka Tomb Complex	23	Leang Batti	45	Akkallejjakeng
2	King Lamuru Ancient Tomb Complex	24	Tomb of Laummasa King Bone 2	46	Attuddukeng
3	Bean Cave	25	Janci Cempalagi Cave	47	Assingkerukeng
4	Laleng Bata Cemetery Complex	26	Laccokkong ridge	48	Akkarebbeseng
5	Lamuru Ancient Mosque	27	Tello ridge	49	Manurungw Rimatajang site
6	Datu Baringeng Tomb Complex	28	Bangkalae Land Site	50	La Pawawoi Karaeng Sigeri . Museum
7	La Paijo Tomb Complex	29	Subbie Ball Carving	51	Arajang Museum
8	Saoraja Petta Ponggawae (buckwheat ball)	30	Tamalate Agreement (Sitettong Surange Na La Teya Riduni)	52	State Junior High School 2 Watampone Building (Tjina School)
9	Batu Mabbola Tomb Complex	31	Tomb of La Pattikeng Whitewater Palakka	53	Al-Mujahideen Old Mosque
10	The Palace of the King of Bone	32	Lallongka bung	54	Lounge Mosque Dome Urn
11	KalokkoE Cemetery Complex	33	Match Cave	55	Ancient Cannon
12	Bajoe Fort	34	Petta Ponggawae's Tomb	56	Banteng
13	Cenrana Fort	35	La Teya Riduni	57	Manurung Ri Toro
14	Allamungeng Patue Ri Timurung Monument	36	La Makkawa	58	Datu Kalibong Tomb Complex
15	Site of the Former King's Palace	37	Spear of La Salaga	59	Ridge Pitue
16	Ancient Cannon Discovery Site	38	Pulaweng Congratulations	60	Tombstone Petta Bettae
17	Capable Cave	39	Petta Makkaccalae	61	Petta Makkita Walie's Tomb
18	Lucky Fortress	40	Umbrella Crown	62	Jarae Ri Lona
19	Lamoncong Situs site	41	Teddung Pulaweng	63	Janggo's Grave Rate
20	Blue Dam Site	42	Teddung Salakae	64	Soloreng Datue
21	La Tenri Sukki Tomb Complex	43	Genrang Arajang	65	Tanae's position
22	Leang Uhallie	44	Tellumpoccoe Covenant Text	66	Tomb of Lapabbenteng Petta Lawa Raja Bone 33

Source: Bone Regency Culture Office, 2022

To support the preservation of cultural heritage, the Regional Government of Bone Regency has stipulated Regional Regulation Number 7 of 2020 concerning the preservation and

management of Cultural Conservation. Along with the issuance of the Regional Regulation, the Bone Regency Culture Office 2022 has formed and established a Regency/City Level Cultural Heritage Expert Team, it is hoped that in the future the preservation of cultural heritage in Bone can be more optimal. The following is a list of the names of the Bone Cultural Conservation Expert Team.

Table 3. Bone Cultural Heritage Expert Team

No	Name	Work	Training Type
1	Dr. Muhlis Hadawi, SS., M. Hum.	ASN / Fac. Cultural Studies UNHAS	Cultural heritage expert certification and competency test
2	Andi Irfandi, ST., MH	ASN/ DISBUD Bone	Cultural heritage expert certification and competency test
3	Dr. Andi Moh. Akhmar, SS., M. Hum.	ASN / Fac. cultural studies UNHAS	Cultural heritage expert certification and competency test
4	Andi Oddang, SS.	Archaeologist	Cultural heritage expert certification and competency test
5	Dr. Supriadi, SS., MM.	ASN / Fac. cultural studies UNHAS	Cultural heritage expert certification and competency test

Source: Bone Regency Culture Office 2022

b. Preservation of Cultural Heritage to Become an Icon of Cultural Promotion.

As according to Koentjaraningrat (2000) culture is "the whole system of ideas, actions, and the results of human work in the context of community life which is made the property of humans by learning." Culture has an important function in society because culture comes from the community group itself. Therefore, the strategy of Maintaining the Preservation of Cultural Heritage to Make Cultural Promotion Icons is intended so that the cultural heritage in Bone can be known by the wider community.

Preservation of culture is not the responsibility of a group of people, or only the responsibility of the government, but is a shared responsibility of all parties, both the government and the community. In other words, preserving cultural heritage is our duty to all Indonesian people. The diversity of cultures that exist should be preserved and preserved so that these cultures are not claimed by other nations or extinct from civilization.

The Regional Cultural Heritage of Bone Regency is so diverse, but the awareness and community to uncover the existing cultural heritage is still minimal, this indicates that there is still a lack of community support in the preservation of regional cultural heritage. The traditional arts owned by the people of Bone Regency are also very diverse, but the arts are only displayed in a very limited community environment/location and lack of promotion.

Overcoming the above, the Culture Service of Bone Regency issued a History Development Program by conducting local history development in one area, in addition to increasing access to historical data and information. Starting from this local history development, it is hoped that the

Bone Community will become interested, care for, and provide support for cultural preservation. And in the end, we can revive the cultural values that were once so strong among the people of Bone. Furthermore, the Traditional Arts Development Program, with this program the Bone District Cultural Office seeks to foster the arts of the Bone community and improve the governance of traditional arts institutions. It is important to do this because, with the arts, public participation will be even more motivated.

The historical development and development of traditional arts can be the first step in the preservation and promotion of culture in Bone Regency. Given the existence of a regional culture that has a very important role in our daily life. Culture is an important element of the progress of a country or region, maintaining culture means maintaining the dignity of the nation because culture is part of the identity of the nation's ancestral heritage that must be maintained properly.

c. Increasing the National Recognition of Intangible Cultural Heritage.

Intangible Cultural Heritage (WBTB) does not have a physical form (tangible) but its existence is known and can be felt, examples of customary values and traditions, religious teachings, traditional music, traditional dances, religious ceremonies, oral history, and many others. This cultural heritage can be passed down from generation to generation and this becomes an identity for a group that is sustainable.

According to the South Sulawesi Provincial Regulation Number 3 of 2020 concerning the Preservation and Promotion of Intangible Culture, the definition of intangible culture is all the results of actions and thoughts that are embodied in identity, ideology, mythology, concrete expressions in the form of sound, motion, and ideas contained in objects, behavior systems, belief systems, and customs in Indonesia. Objects for Preserving and Promoting Intangible Culture include oral traditions, manuscripts, customs, rites, traditional knowledge, traditional technology, arts, languages, folk games, and traditional sports. Preservation of intangible culture is an effort to maintain the existence of regional intangible culture and its value through protection, development, and utilization.

One of the programs of the Bone Regency Culture Service is the cultural development program, by carrying out, protects, develops, and utilizes objects for the promotion of cultural traditions. Therefore, the first step is to find out how the intangible cultural heritage gets national recognition of intangible cultural heritage. Then after that the development of human resources, traditional institutions, and institutions to support the preservation and promotion of culture in Bone Regency.

Local government through the Culture Service of Bone Regency, with a strategy of increasing national recognition of intangible cultural heritage, at least seven intangible cultural heritages have been recognized nationally. If we compare the variety of intangible cultural heritage in Bone Regency with those that have received national recognition, of course, there are many other intangible cultural heritages in Bone Regency that have not yet received such recognition, and this is homework for the Department of Home Affairs. Bone Regency Culture:

Table 4. List of Intangible Cultural Heritage of Bone Regency

No.	Intangible Cultural Heritage Name	Year
1	Mattompang Arajang	2018
2	Sirawu Sulo / Sirempek fire	2018
3	Songkok Recca	2018
4	Kawali Gecong	2020

5	Sere Bissu	2020
6	Pajjoge Makkunrai Dance	2021
7	Andi Makkunrai's Pajaga Dance	2021

Source: Bone Regency Culture Service2022

4. CONCLUSIONS

The Cultural Office of Bone Regency has formulated a strategy for preserving culture and cultural heritage in the region by considering the analysis of both external environmental conditions related to cultural opportunities and challenges, as well as the analysis of internal environmental conditions related to the strengths and weaknesses of the cultural service itself. In response to the problem of cultural preservation and cultural heritage in Bone Regency, the Cultural Office has formulated strategies, namely: (1) preserving cultural heritage to make cultural promotion icons, (2) increasing public access to cultural heritage, and (3) increasing national recognition of intangible cultural heritage. These strategies are accompanied by policy directions and programs.

It is suggested that the Bone Regency Cultural Office pay more attention to evaluating the strategies and policies being carried out. This evaluation can be done by strengthening the internal evaluation of the Cultural Office. Successful strategies, policies, and programs must be maintained and maximized, while less successful and less beneficial ones can be replaced with more effective strategies.

Furthermore, the performance of a public institution should not be solely measured by numbers, but rather by the impact felt directly by the people of Bone. Therefore, it is recommended that the Cultural Office of Bone Regency be more communicative and open in listening to responses from cultural leaders, religious leaders, artists, and the public regarding cultural matters and issues in the region. Cultural issues in Bone Regency will never end, and the problems faced tomorrow will be even more intense than today's. Therefore, it is recommended that the Cultural Office always improve the ability and competence of each of its officers, especially in terms of preserving and promoting culture in Bone Regency.

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