

Sustainability and Conflict Management of Tembut-Tembut Seberaya: A SWOT Analysis and Entertainment Strategic

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Abstract

This study explores the sustainability and conflict management of Tembut-Tembut Seberaya, a traditional cultural performance from the Karo people of Indonesia. Utilizing a SWOT analysis, the research identifies the strengths, weaknesses, opportunities, and threats related to the preservation and promotion of Tembut-Tembut Seberaya as a cultural and entertainment attraction. The study highlights the unique aspects of Tembut-Tembut, including its historical significance, artistic elements, and social functions, while addressing the conflicts between cultural practices and religious norms. Key strategies for conflict management and sustainable development are proposed, focusing on educational programs, government policies, community involvement, and innovative marketing approaches. By examining the demographic trends of visitors and the economic impact of cultural tourism, the research provides actionable recommendations for enhancing the visibility and viability of Tembut-Tembut Seberaya. The findings aim to balance cultural preservation with modern entertainment demands, ensuring that Tembut-Tembut Seberaya continues to thrive as a vital part of Indonesia's intangible cultural heritage. This study contributes to the broader discourse on cultural sustainability and conflict resolution in the context of traditional performances, offering a model that can be adapted to similar cultural practices worldwide.

Keywords: Tembut-Tembut Seberaya, Cultural Preservation, Conflict Management, Sustainability Strategies, SWOT Analysis

The Tembut-Tembut Seberaya is a traditional Karo cultural performance deeply rooted in the history and identity of the Seberaya village in North Sumatra, Indonesia. Originating

from the creative endeavors of Pirei Sembiring Depari, the performance involves intricate masks and costumes, often made from materials such as wood struck by lightning, adding a mystical

quality to the art form. The village of Seberaya, one of the oldest in Tanah Karo, has seen its cultural landscape evolve, with Tembut-Tembut playing a crucial role in its social and spiritual rituals, such as rain-calling ceremonies and various traditional festival. Tembut-Tembut Seberaya holds significant cultural value, not only for its artistic elements but also for its role in maintaining the social cohesion of the Karo people. However, the performance faces challenges, particularly from the perspective of religious norms, as some Christian communities view it as conflicting with their values. This cultural-religious tension poses a threat to the preservation of Tembut-Tembut as a vital part of the Karo heritage.

The potential of Tembut-Tembut Seberaya as a cultural tourism attraction is substantial. The performance has been recognized internationally, with presentations in various European countries, indicating a strong global interest[1], [2]. The integration of Tembut-Tembut into the local tourism industry can significantly enhance the local economy by attracting tourists, creating job opportunities, and promoting local crafts and merchandise[3], [4]. To develop effective strategies for the sustainability and conflict management of Tembut-Tembut Seberaya, a SWOT analysis framework is utilized. This framework helps identify the strengths, weaknesses, opportunities, and threats associated with the cultural performance, providing a comprehensive understanding of its current status and future potential[5], [6].

Tembut-Tembut Seberaya is a unique cultural artifact with a rich history, originating from Seberaya village, which adds depth and authenticity to its performances. The performance incorporates traditional rituals and elements, such as mask-making and storytelling, which are deeply valued by the Karo people[7]–[9]. The intricate designs and vibrant colors of the masks and costumes, along with the elaborate choreography, make Tembut-Tembut a visually captivating performance[10]–[12]. It involves

significant participation from the local community, fostering a sense of unity and collective cultural identity. However, the perception of Tembut-Tembut as conflicting with Christian values presents a significant challenge to its acceptance and sustainability within the community. The reliance on traditional methods and materials, while culturally significant, can limit the scalability and modernization of the performance[13], [14]. Inadequate marketing strategies and insufficient infrastructure in Seberaya hinder the potential for Tembut-Tembut to attract a broader audience and achieve economic sustainability. Integrating Tembut-Tembut into the cultural tourism framework can attract international and domestic tourists, boosting the local economy. Developing tourism packages that include Tembut-Tembut performances, local craft workshops, and cultural tours can enhance the visitor experience and increase revenue[15], [16]. Leveraging support from government and cultural institutions can provide the necessary funding and resources to sustain and promote Tembut-Tembut. Implementing policies that protect and promote cultural heritage can ensure the long-term viability of Tembut-Tembut[17]. Establishing educational programs that teach the history and techniques of Tembut-Tembut to younger generations can help preserve the tradition. Community engagement initiatives can enhance local participation and support for cultural preservation efforts[18], [19]. The influence of modernization and globalization can lead to the erosion of traditional cultural practices, including Tembut-Tembut. The lack of interest among younger generations in traditional performances poses a threat to the continuity of Tembut-Tembut. Economic fluctuations and limited funding can impact the ability to sustain and promote cultural performances. Dependence on tourism for revenue can be risky due to its susceptibility to external factors such as political instability and global health crises[20]–[22].

The conflict surrounding Tembut-Tembut Seberaya primarily stems from its perceived

clash with Christian values within the local community. While Tembut-Tembut is deeply rooted in traditional Karo rituals and is highly valued for its cultural and historical significance, some Christian groups view the performance as conflicting with their religious beliefs, particularly due to elements of ritualistic practices and symbolism that are seen as incompatible with Christian doctrines[23], [24]. This cultural-religious tension poses a significant challenge to the acceptance and sustainability of Tembut-Tembut, as it struggles to maintain its traditional identity while adapting to the contemporary religious landscape of the community[25]–[27]. The need to reconcile these differences and find a harmonious balance between cultural preservation and religious respect is central to managing the conflict and ensuring the future of Tembut-Tembut Seberaya[28], [29].

The objective of this research is to develop conflict management strategies that address the concerns of both cultural practitioners and religious groups, ensuring mutual respect and understanding[30]–[32]. This involves facilitating dialogues between cultural practitioners and religious leaders, employing mediators to negotiate and resolve conflicts, and potentially modifying certain elements of the performance that conflict with religious values without compromising its core cultural essence. Successfully managing the conflict will help preserve Tembut-Tembut Seberaya as a vital part of the Karo cultural heritage, foster social cohesion and mutual respect within the community, and create a stable environment for sustainable development[33], [34]. Resolving these conflicts can attract more tourists, boosting the local economy through tourism-related activities, and open opportunities for cultural innovation, ensuring the performance remains relevant. Additionally, this process can serve as an educational tool, teaching the younger generation about cultural preservation, religious respect, and conflict resolution skills.

METHODS

The study will employ a mixed-methods approach, combining qualitative and quantitative research methods to provide a comprehensive analysis of the conflict between the cultural practices of Tembut-Tembut Seberaya and the religious norms of the local Christian community[35]–[37]. This approach allows for a detailed understanding of the conflict dynamics and the development of effective management strategies.

2.1 Conflict Management Algorithm

The conflict surrounding Tembut-Tembut Seberaya, a traditional cultural performance of the Karo people in North Sumatra, Indonesia, arises from its perceived clash with the Christian values of the local community[38]–[41]. While Tembut-Tembut holds immense cultural and historical significance, its ritualistic elements are sometimes viewed as conflicting with religious norms. This tension threatens the acceptance and sustainability of the performance. To address this issue, a comprehensive conflict management strategy is essential[10], [11], [42]. This strategy must balance cultural preservation with religious respect, ensuring that Tembut-Tembut can continue to be a vital part of the Karo heritage while fostering harmony within the community. The following algorithm outlines the steps for conducting a conflict analysis and developing effective conflict management strategies for Tembut-Tembut Seberaya.

Conflict Management Algorithm
Step 1: Research Design
1. Choose a mixed-methods approach.
2. Define qualitative and quantitative research methods.
3. Establish objectives and research questions.
Step 2: Data Collection
Qualitative Methods
1. Conduct in-depth interviews
2. Organize Focus Group Discussions (FGD)
3. Engage in participant observation
Quantitative Methods
Distribute structured surveys.
Step 3: Data Analysis
Qualitative Analysis
1. Perform thematic analysis
2. Conduct narrative analysis
Quantitative Analysis

1. Use descriptive statistics

2. Conduct correlation and regression analysis
- Step 4: Triangulation**

1. Integrate findings from qualitative and quantitative data sources.

2. Cross-verify data for validity and reliability.

3. Provide a comprehensive understanding of the conflict.
- Step 5: Developing Conflict Management Strategies**

1. Hold collaborative workshops

2. Implement pilot projects

This algorithm provides a structured approach to understanding and addressing the conflicts between cultural practices and religious norms in the context of Tembut-Tembut Seberaya. By systematically collecting and analyzing data, integrating findings, and developing collaborative strategies, the aim is to ensure the sustainable preservation of this cultural heritage while maintaining community harmony.

2.2 Framework Design

The Venn diagram provided illustrates the intersection and interaction between three elements: Religion, Entertainment, and Tembut-Tembut Seberaya. Each circle represents a distinct area, and their overlap indicates the areas of interaction and potential conflict.

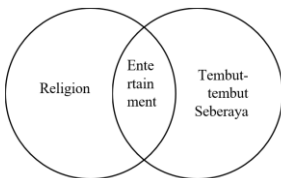


Figure 1. Venn diagram framework

The Venn diagram illustrates the intersection between Religion, Entertainment, and Tembut-Tembut Seberaya, highlighting areas of potential conflict and resolution. The circle representing Religion encapsulates the Christian values of the local community, while the circle for Tembut-Tembut Seberaya represents the traditional cultural performance of the Karo people. The overlapping area, labeled Entertainment, signifies the common ground where Tembut-Tembut Seberaya can be appreciated as a form of

entertainment rather than a religious ritual. This intersection suggests a strategy for conflict management by emphasizing the performance's entertainment value, thus making it more acceptable to the Christian community while preserving its cultural significance. This approach can foster mutual respect and understanding, ensuring the sustainable coexistence of cultural and religious practices within the community.

2.3 SWOT Design

The flowchart provides a detailed SWOT analysis of Tembut-Tembut Seberaya, categorizing internal and external factors into strengths, weaknesses, opportunities, and threats. Strengths include rich historical and cultural significance, intricate designs and vibrant aesthetics, significant community participation, and deeply valued traditional rituals. Weaknesses encompass perceptions of conflict with Christian values, dependence on traditional methods and materials, limited marketing strategies, and insufficient infrastructure. Opportunities highlight the potential for integration into the cultural tourism framework, government and institutional support, educational programs, and the development of tourism packages. Threats involve cultural erosion due to modernization, lack of interest among younger generations, economic fluctuations, and dependence on tourism revenue.

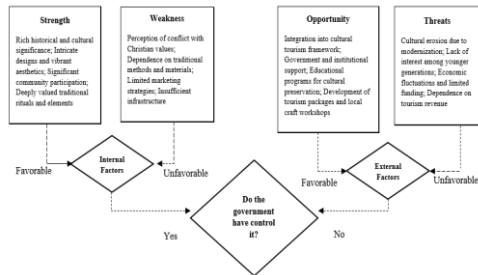


Figure 2. SWOT diagram

The chart indicates that internal factors (strengths and weaknesses) are within the

community's control, while external factors (opportunities and threats) are not, emphasizing the need for strategic planning and government intervention to address these elements effectively. Addressing these factors through strategic planning can help in preserving Tembut-Tembut Seberaya as a vital cultural performance that balances traditional values with modern demands.

2.4 Mathematical Approaches

To quantitatively analyze the impact and significance of Tembut-Tembut Seberaya, we can develop a mathematical model that incorporates various factors identified from our discussion. This Mathematical model will explain the relationships between these factors and their overall effect on the sustainability and cultural value of the performance. We will use a multiple linear regression model to quantify the relationship between the dependent variable (Overall Sustainability Score) and the independent variables $X_1, X_2, X_3, X_4, X_5, X_6$.

The model can be represented as,

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \varepsilon \quad (1)$$

where X_1 is the cultural significance, X_2 is the artistic appeal, X_3 is the community engagement, X_4 is the economic impact, X_5 is the government and institutional support, X_6 is the conflict level with religious values, β_0 is the intercept, $\beta_1, \beta_2, \beta_3, \beta_4, \beta_5, \beta_6$ are the regression coefficients for each independent variable, and ε is the error term.

1. Mean, the average value of each variable to understand the central tendency.

$$Mean(X_i) = \frac{1}{n} \sum_{j=1}^n X_{ij}$$

2. Standard Deviation, A measure of the variability or dispersion of the values around the mean.

$$SD(X_i) = \sqrt{\frac{1}{n-1} \sum_{j=1}^n (X_{ij} - Mean(X_i))^2}$$

3. Correlation Coefficient, to examine the strength and direction of the linear relationship between pairs of variables.

$$Cor(X_i, X_j) = \frac{\sum_{k=1}^n (X_{ik} - Mean(X_i))(X_{jk} - Mean(X_j))}{\sqrt{\sum_{k=1}^n (X_{ik} - Mean(X_i))^2 \sum_{k=1}^n (X_{jk} - Mean(X_j))^2}} \quad (4)$$

4. Regression Analysis, to determine the coefficients in the multiple linear regression model. The coefficients are estimated using the least squares method, which minimizes the sum of squared residuals (differences between observed and predicted values).




This mathematical modeling approach provides a systematic way to quantify and analyze the factors affecting the sustainability of Tembut-Tembut Seberaya. By understanding these relationships, we can develop strategies to enhance the performance's cultural value, community engagement, and economic impact while addressing potential conflicts and securing institutional support.

2.5 Tembut-Tembut Seberaya Culture

Tembut-Tembut Seberaya is a traditional cultural performance deeply rooted in the heritage of the Karo people. The creation of Tembut-Tembut Seberaya involves meticulous craftsmanship and the use of a diverse range of materials, including wood, fabric, iron, paint, fur, and goat skin. Each material contributes uniquely to the overall aesthetic and functional aspects of the performance costumes and masks.

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2)

Table 1. Tembut-Tembut Seberaya Culture

Mask	Description
	The figure shows two scenes from the Tembut-Tembut Seberaya performance. The image on the left depicts a performer wearing a traditional mask with a large, expressive face featuring exaggerated features and a white beard, dressed in a white robe. This attire highlights the ritualistic and ceremonial aspects of the performance. The image on the right shows a different part of the performance, where a performer is covered in a large black costume with extended arms, likely simulating a mythological or spiritual figure.
	The figure shows a detailed mask from the Tembut-Tembut Seberaya performance, highlighting its intricate craftsmanship and cultural significance. This mask, with its vibrant colors and detailed design, exemplifies the artistic skill involved in creating Tembut-Tembut Seberaya masks and underscores their importance in the traditional storytelling and ritualistic practices of the Karo people.
	This presentation underscores the importance of these masks in the performance and their careful maintenance. The mask's detailed craftsmanship and bold design emphasize the cultural and artistic significance of Tembut-Tembut Seberaya in the Karo community.

The table 1 presents a comprehensive overview of the masks used in the Tembut-Tembut Seberaya performance, highlighting their detailed craftsmanship, cultural significance, and role in traditional storytelling. The first row describes scenes from the performance, with a performer in a white robe wearing an expressive mask, emphasizing the ritualistic aspects, and another performer in a black costume depicting a mythological figure. The second row focuses on the vibrant colors and intricate designs of a detailed mask, showcasing the artistic skill involved in its creation and its importance in Karo cultural practices. The third row underscores the masks' importance in the performance and their careful maintenance, emphasizing their cultural and artistic value within the Karo community. Together, these descriptions illustrate the masks' multifaceted

roles in preserving and celebrating Karo heritage through Tembut-Tembut Seberaya.

RESULT AND DISCUSSIONS

3.1 Conflict Analysis and Management

The conflict analysis and management of Tembut-Tembut Seberaya are crucial for addressing the tensions between cultural preservation and religious values within the local community. The primary conflict arises from the perception that Tembut-Tembut Seberaya, with its traditional rituals and elements, conflicts with the Christian values held by a significant portion of the local population, leading to challenges in maintaining the performance's acceptance and sustainability. The nature of the conflict involves cultural practices such as mask-making and storytelling, which are deeply embedded in Karo culture, and the religious beliefs of some

Christian groups who view these practices as incompatible with their doctrines.

Table 2. Conflict Analysis

Aspect	Description
Conflict Analysis	
Identification of Conflict	The primary conflict arises from the perception that Tembut-Tembut Seberaya conflicts with Christian values, leading to tensions in maintaining the performance's acceptance.
Nature of the Conflict	- Cultural Practices: Includes traditional rituals, mask-making, and storytelling. - Religious Beliefs: Some Christian groups view these practices as incompatible with their doctrines. - Cultural Practitioners: Artists, performers, community members. - Religious Leaders: Christian leaders and followers.
Stakeholders Involved	- Local Community: Broader community. - Government and Cultural Institutions: Authorities and organizations. - Perception of Ritualistic Practices: Viewed as pagan or ritualistic.
Underlying Issues	- Cultural Preservation vs. Religious Respect: Need to balance cultural heritage with religious beliefs.

The Table 2 explain key stakeholders involved include cultural practitioners (artists, performers, community members), religious leaders (Christian leaders and followers), the broader local community, and government and cultural institutions. The underlying issues center around the perception of ritualistic practices being viewed as pagan or incompatible with Christian values, and the need to balance cultural heritage with religious respect. Addressing these issues through facilitated dialogue, mediation, cultural adaptation, educational programs, government support, community engagement, and continuous monitoring and evaluation can help develop effective conflict management strategies, ensuring the harmonious coexistence of cultural and religious practices in Seberaya.

Table 3. Conflict Management Strategies

Conflict Management Strategies	
Facilitation of Dialogue and Mediation	- Organize Interfaith Dialogues: Regular discussions to promote mutual understanding. - Employ Mediators: Neutral mediators to guide discussions and develop solutions.

Cultural Adaptation and Compromise	- Modify Performance Elements: Adapt contentious aspects, emphasize entertainment. - Create Inclusive Events: Develop events that incorporate both cultural and religious elements.
Educational and Awareness Programs	- Cultural Education: Programs to teach history and significance of Tembut-Tembut Seberaya. - Religious Sensitivity Training: Training for cultural practitioners on religious sensitivity.
Government and Institutional Support	- Policy Development: Advocate for policies that support cultural preservation and religious harmony. - Funding and Resources: Seek financial support for initiatives.
Community Engagement and Participation	- Inclusive Planning: Involve cultural and religious representatives in planning. - Promote Community Events: Organize events celebrating cultural and religious diversity.
Monitoring and Evaluation	- Regular Feedback Mechanisms: Channels for ongoing feedback from stakeholders. - Evaluate Impact: Assess the impact of strategies on reducing conflict and promoting harmony.

The table 3 outlines various conflict management strategies for Tembut-Tembut Seberaya, focusing on promoting mutual understanding and respect between cultural and religious groups. Strategies include organizing interfaith dialogues and employing neutral mediators to guide discussions, modifying performance elements to emphasize entertainment, and creating inclusive events that incorporate both cultural and religious elements. Educational programs teach the history and significance of Tembut-Tembut Seberaya, while religious sensitivity training is provided for cultural practitioners. Advocacy for supportive policies, securing funding, and involving cultural and religious representatives in planning are also crucial. Community events celebrating diversity and regular feedback mechanisms ensure ongoing assessment and adaptation of strategies. These comprehensive strategies aim to balance cultural preservation with religious respect, fostering a harmonious environment where Tembut-Tembut Seberaya can thrive as a vital cultural heritage.

3.3 Distribution of Performance Analysis

The histograms illustrate the distribution of responses to various aspects of Tembut-Tembut Seberaya, revealing key insights into community perceptions. The majority of respondents have a favorable perception of the cultural significance and importance of identity, as indicated by the high frequencies towards the higher end.

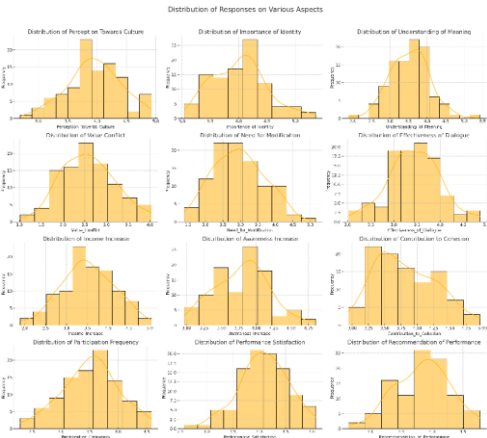


Figure 3. Distribution of performance

Figure 3 understanding of the performance's meaning is generally strong, though some respondents perceive moderate value conflicts and a need for modifications to align with religious values. Dialogue is viewed as an effective conflict resolution tool, and the performance is seen as beneficial for increasing local income, cultural awareness, and community cohesion. High levels of community participation, satisfaction with the performances, and recommendations to others further demonstrate the positive reception of Tembut-Tembut Seberaya within the community, despite some noted areas for improvement.

3.4 SWOT Analysis

To effectively evaluate the sustainability and potential challenges of Tembut-Tembut Seberaya, a comprehensive SWOT analysis has been conducted. This analysis identifies and assesses the strengths, weaknesses,

opportunities, and threats associated with the cultural performance.

Table 4. Internal factors

Weaknesses	Strengths
Perception of conflict with Christian values	Rich historical and cultural significance
Dependence on traditional methods and materials	Intricate designs and vibrant aesthetics
Limited marketing strategies	Significant community participation
Insufficient infrastructure	Deeply valued traditional rituals and elements

Table 5. External factors

Threats	Opportunities
Cultural erosion due to modernization	Integration into cultural tourism framework
Lack of interest among younger generations	Government and institutional support
Economic fluctuations and limited funding	Educational programs for cultural preservation
Dependence on tourism revenue	Development of tourism packages and local craft workshops

The analysis of Tembut-Tembut Seberaya reveals both internal and external factors that impact its sustainability and cultural significance. Internally, the performance is strengthened by its rich historical and cultural significance, intricate designs, vibrant aesthetics, significant community participation, and deeply valued traditional rituals. However, it faces weaknesses such as perceived conflict with Christian values, dependence on traditional methods and materials, limited marketing strategies, and insufficient infrastructure. Externally, opportunities include integration into the cultural tourism framework, government and institutional support, educational programs for cultural preservation, and the development of tourism packages and local craft workshops. Threats involve cultural erosion due to modernization, lack of interest among younger generations, economic fluctuations and limited funding, and dependence on tourism revenue. Understanding these factors is crucial for developing strategies to leverage strengths, address weaknesses, capitalize on opportunities, and mitigate threats, ensuring the sustainability

and cultural preservation of Tembut-Tembut Seberaya. The SWOT analysis figure 4 highlights the strengths, weaknesses, opportunities, and threats related to Tembut-Tembut Seberaya. Strengths include a high perception of cultural significance, increased cultural awareness, and high performance satisfaction.

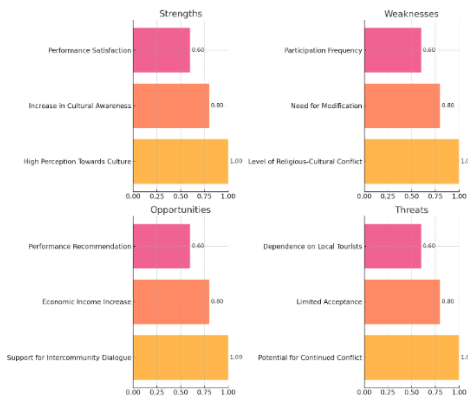


Figure 4. SWOT diagram

Weaknesses involve the significant conflict between religious and cultural values, a moderate need for modification to align with religious views, and relatively low participation frequency. Opportunities lie in strong support for intercommunity dialogue, potential economic income increases through cultural tourism, and a high likelihood of performance recommendations. However, threats include the potential for continued conflict, limited acceptance due to cultural-religious tensions, and dependence on local tourists. This comprehensive overview identifies key factors influencing Tembut-Tembut Seberaya, providing insights for its sustainable preservation and promotion.

3.5 Fundamental Goals

To ensure the sustainability and cultural preservation of Tembut-Tembut Seberaya, it is essential to establish specific goals addressing the identified strengths, weaknesses, opportunities, and threats. The following table outlines these goals.

Table 6. Fundamental Goals

Goals Related to Strengths	Goals Related to Weaknesses	Goals Related to Opportunities	Goals Related to Threats
Make the region known for its rich culture	Improve technology and acquire equipment	Leverage government support and partnerships	Address cultural erosion through education
Expand production and performances	Enhance marketing strategies	Develop tourism packages	Increase engagement with younger generations
Showcase intricate designs and aesthetics	Improve infrastructure	Create local craft workshops	Ensure financial stability
Foster community participation	Regulate production with modern practices	Promote educational programs	Diversify revenue sources

These goals on table 6 provide a comprehensive framework for leveraging Tembut-Tembut Seberaya's strengths, addressing its weaknesses, capitalizing on opportunities, and mitigating threats. Goals related to strengths focus on promoting the region's rich culture, expanding productions, showcasing designs, and fostering community participation. Addressing weaknesses involves improving technology, enhancing marketing, and upgrading infrastructure. Opportunities can

be seized by leveraging government support, developing tourism packages, creating craft workshops, and promoting education. To counter threats, it is crucial to address cultural erosion through education, engage younger generations, ensure financial stability, and diversify revenue sources. By implementing these goals, Tembut-Tembut Seberaya can achieve sustainable growth and cultural preservation.

3.6 Potential for Celebration as a Cultural Attraction

The potential of Tembut-Tembut Seberaya as a cultural attraction is evaluated across several key attributes that contribute to its overall appeal and significance. The bar chart figure 5 illustrates the potential of Tembut-Tembut Seberaya as a cultural attraction, evaluated across four key attributes: International Recognition, Artistic Elements, Social and Ritual Functions, and Origin and History.

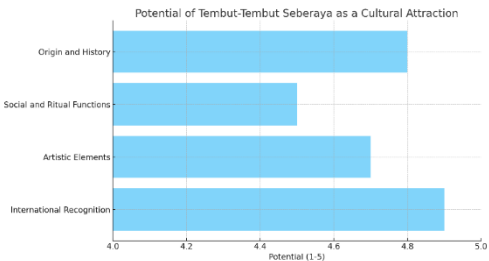


Figure 5. Potential for Celebration as a Cultural Attraction

Both International Recognition and Origin and History score the highest, indicating that Tembut-Tembut Seberaya is highly valued for its historical significance and has strong potential for international acclaim. Artistic Elements, while slightly lower, still show a significant appeal due to the performance's aesthetic and creative aspects. Social and Ritual Functions, though important, score the lowest among the four attributes, suggesting that while the cultural and social roles of the performance are recognized, they may be less emphasized compared to its artistic and historical value. Overall, the chart underscores Tembut-Tembut Seberaya's strong potential as a culturally significant and internationally recognized performance with rich artistic and historical value.

3.7 Sustainability Strategy for Celebration

To ensure the sustainability of Tembut-Tembut Seberaya, several strategic initiatives have been identified. The bar chart presents the importance of various sustainability strategies

for Tembut-Tembut Seberaya, evaluated on a scale of 1 to 5.

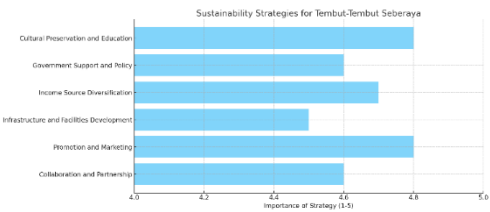


Figure 6. Sustainability Strategies For Tembut-Tembut Seberaya

The strategies figure 6 include Cultural Preservation and Education, which scores the highest at 4.8, indicating its critical role in sustaining the performance. Promotion and Marketing also score highly at 4.8, highlighting the need for effective marketing strategies to attract audiences and support. Income Source Diversification, at 4.7, underscores the importance of having multiple revenue streams to ensure financial stability. Government Support and Policy, along with Collaboration and Partnership, both score 4.6, reflecting the significance of supportive policies and strategic partnerships. Infrastructure and Facilities Development, scoring 4.5, indicates the need for improved infrastructure to enhance the performance experience. Overall, the chart emphasizes that a multifaceted approach, incorporating cultural preservation, marketing, diversified income sources, government support, partnerships, and infrastructure development, is essential for the sustainable future of Tembut-Tembut Seberaya.

3.8 Potential Economic Impact

To understand the potential economic impact of Tembut-Tembut Seberaya, we have identified several key factors that contribute to its economic significance. The following figure illustrates the potential economic impact of Tembut-Tembut Seberaya, rated on a scale from 1 to 5, with higher scores indicating greater impact. The factors include Ticket Revenue, Merchandise Sales, Income from Lodging and

Culinary, Job Creation, Infrastructure Investment, and International Promotion. Each of these factors plays a vital role in enhancing the economic benefits derived from the performance.

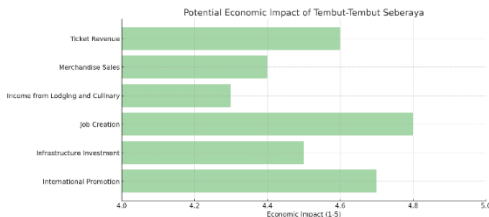


Figure 7. Potential for Celebration as a Cultural Attraction

The bar chart on figure 7 displays the potential economic impact of Tembut-Tembut Seberaya, evaluated across six categories: International Promotion, Infrastructure Investment, Job Creation, Income from Lodging and Culinary, Merchandise Sales, and Ticket Revenue. Job Creation scores the highest at 4.8, indicating the performance's significant potential to generate employment opportunities. International Promotion, at 4.7, highlights the strong potential for global marketing and attracting international tourists. Ticket Revenue and Infrastructure Investment are also highly rated at 4.6 and 4.5, respectively, emphasizing the importance of direct income and the need for robust infrastructure to support the performance. Merchandise Sales and Income from Lodging and Culinary, scoring 4.4 and 4.3 respectively, indicate additional revenue streams through related economic activities. Overall, the chart underscores the substantial economic benefits that Tembut-Tembut Seberaya can bring to the local community through diverse revenue sources and job creation.

3.9 Sustainability Strategies

To ensure the sustainability of Tembut-Tembut Seberaya, several strategic initiatives have been identified. These strategies aim to address various aspects of sustainability, from cultural preservation to economic diversification

and infrastructure development. Below is a table that outlines these key strategies and provides a brief description of each:

Table 7. Sustainability Strategies

Strategy	Description
Cultural Preservation and Education	Educational and training programs for the younger generation
Government Support and Policy	Development of policies and collaboration with cultural organizations
Income Source Diversification	Development of tourism products and merchandise
Infrastructure and Facilities Development	Investment in infrastructure and adoption of eco-friendly practices
Promotion and Marketing	Promotional campaigns and participation in tourism exhibitions
Collaboration and Partnership	Partnerships with the private sector and collaboration with international communities

These strategies on table 4 are designed to foster a sustainable future for Tembut-Tembut Seberaya by enhancing cultural education, securing governmental and policy support, diversifying revenue streams, improving infrastructure, and leveraging promotion and partnerships. Each strategy plays a vital role in ensuring the cultural performance's ongoing relevance and economic viability.

CONCLUSIONS

The research on Tembut-Tembut Seberaya highlights its cultural, artistic, and economic significance within the Karo heritage. The performance is meticulously crafted using materials such as wood, fabric, iron, paint, fur, and goat skin. SWOT analysis reveals strengths in historical significance, artistic appeal, and community engagement, while identifying weaknesses like perceived conflict with Christian values and limited marketing. Opportunities include government support and tourism integration, with threats from cultural erosion and economic fluctuations. Quantitative analysis using multiple linear regression identifies key factors influencing sustainability, including cultural significance, artistic appeal,

community engagement, economic impact, government support, and conflict levels with religious values. The findings inform policymakers, cultural practitioners, and community leaders about critical factors for sustaining Tembut-Tembut Seberaya. Strategies such as educational programs, effective marketing, diversified income sources, infrastructure development, and intercommunity dialogue are essential. Addressing religious conflicts through dialogue and adaptation can foster acceptance and support. The economic

analysis highlights the performance's potential to boost local economies through tourism, job creation, and related revenue streams. This research provides a foundation for preserving the cultural heritage of Tembut-Tembut Seberaya while leveraging its economic potential.

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