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Research Paper

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Study of Concept Berhala Island Cultural Festival as The First of Culture Festival in Indonesia's Outer Islands

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ABSTRACT : This research aims to determine the concept of performance, stage, and artistic in the Berhala Island Cultural Festival, Serdang Bedagai, North Sumatera, Indonesia. The theory used in this study is the form of presentation, cultural festivals, performing arts management. Based on the theoretical foundation that explains festivals, presentation, management are then presented and explained systematically to deepen or interpret data specifically in order to answer all research questions. This research method uses a qualitative descriptive method, namely by collecting it through interviews and then explaining and interpreting it. Data collection techniques were carried out by field observations, Participatory Observations, interviews and documentation. The results of the study show that the Berhala Island Cultural Festival takes the concept of nature of culture. This concept can be seen from the selection of the type of performances displayed as well as the stage and artistic design. In the maritime culture festival on Berhala Island, several performances are presented, including rituals of dzikirlaut, releasing turtles, art performances, pencaksilat attractions, and fashion show.

KEYWORDS : Berhala Island, Cultural Festival, Outer Island, Indonesia

I. INTRODUCTION

Berhala Island is located in the Malacca Strait, Tanjung Beringin, Serdang Bedagai district, North Sumatra province, Indonesia. Based on Presidential Decree No. 6 of 2017, Berhala Island is included in the list of Indonesia's outermost islands. This island has an area of 14.75 hectares and is bordered by Indonesia and Malaysia. The island is not inhabited by people but only guarded by marines. This island is also known as a turtle hatchery because it is a haven for turtles when they are about to lay their eggs. Administratively, Berhala Island is included in the Bagan Kuala village area which is one of the villages in Tanjung Beringin sub-District. The majority of the population of Bagan Kuala Village are ethnic Malays with a livelihood as fishermen. Bagan Kuala Village is the entrance to Berhala Island with an estimated travel time of around 4 hours by wooden boat.

Berhala Island Cultural Festival is an event initiated and organized by the Telangkai Art Community of Serdang Bedagai Regency. The Telangkai Art Community is a Bedagai youth group chaired by Ifwanul Hakim. This community is engaged in the training, development and management of performing arts, especially in the fields of Malay dance, music and ritual traditions. The Telangkai Art Community was presented to preserve the archipelago's art and culture and to create new performance spaces rooted in the local wisdom of Serdang Bedagai Malay culture, North Sumatra.

Berhala Island Cultural Festival has been held on 16 -19 September 2022 on Berhala Island. Berhala Island Cultural Festival raises cultural themes related to the sea, such as *dzikirlaut* as the rituals of the ancestors. This event presents several performances including dance, music, and other cultural events. Berhala Island Cultural Festival is the first cultural festival held on uninhabited outer island in Indonesia. For this reason, in this study, the researcher wanted to look in depth what concepts were built. The results of this study are then expected to bring up a model of cultural festivals on the outer islands.

Festival is an event that is held or carried out by several communities, youths and also the people who participate in carrying it out which is carried out with various series of events. Festivals that are carried out with a series of events can be held by various regions, tribes, which makes an event able to involve the community. Ramadhan, et al (2021: 2) "Festival is a social event that occurs repeatedly and at a fixed time through various forms and series of activities that are neatly arranged and involve all members of society who are united by ethnicity, language, religion/belief, history and outlook on life." Festivals can also be interpreted as a cultural event that exists in society. According to Purwadarwinta in Priscilla, Nadya (2020: 202) "Festival is a happy week or day in commemoration of an important and very historical event, so it has the meaning of showing the

festival is a people's party".

Several types of festivals are often seen in the community such as rice harvest events, fruit harvests and so on which can be categorized as natural festivals. Based on daily life among the people, traditional festivals held in the regions still uphold customs, for example marriages and deaths. Yoon Shik, Yoo, et al (2010:335) "Shows that local festivals have been recognized as enhancing tourism which can facilitate learning about a wide variety of unique cultural heritage, ethnic backgrounds, and local".

Cultural festivals are activities related to customs which are carried out from generation to generation, and can concentrate a number of activities around a certain theme within a limited time frame, thus creating many critical experiences that may become tourist attraction. Cultural festivals are a form of artistic expression that can be obtained by the community or the people around it, which is very important for preserving the culture that has been managed by the community and also the people themselves. Prastiawan, et al (2021: 236) "it is important that there is an effort to provide technical and conceptual guidance for the community to rise and develop in a culture of traditional art".

This cultural festival includes social as well as cultural phenomena that can develop the community and visitors. Throsby in Hartono &Zulandari (2018: 86) states that "the value of a cultural festival can obtain a cultural product so that it has an impact on visitors for an enjoyment that can be stored in visitors' memories for a long time". Cultural festivals are also activities that can uphold artistic and cultural values in life. According to Gibson, Chris, et al (2010: 281) "Cultural festivals will also be rewarded with policies in art, and will also be able to carry on life in the arts industry". Cultural festivals will also be rewarded with policies in art, and will also be able to carry on life in the arts industry.

Based on the explanation above, it can be concluded that cultural festivals are an art form that can be carried out from generation to generation by the community and serve as a form of cultural celebration so that they can uphold cultural values.

Performing arts is an activity that is conveyed or presented in a work of art that is complete with the main elements and elements of art so that it is held in an event aimed at the audience and witness participation. According to Djelantik (1999:32) "Form is a device that can connect one part to another on a regular basis for preparation in performances".

Performing arts means art that is displayed with a work in the form of dance, music, drama that can be enjoyed by the audience so that it will increase audience knowledge in interpreting an art performance that is presented. According to Djelantik (1999:73) "Presentation is an act of how an art is presented to those who witness it, such as spectators, observers, listeners, readers and the general public or society". Form is a display that differs according to circumstances, presentation is the delivery of an appearance that has a strong message in performing arts. According to Indriyanto in Isnaini&Bisri (2016: 3) "the form of performance is the relationship between parts or elements in forming a whole, thus talking about the problem of the form of presentation can also talk about the problem of part of the form of the performance"

In performing arts there are many things that must be known to carry out an event or special event that is to be carried out, namely by designing everything related to the implementation of the event, according to Pudjiastuti (2010: 42-56) there are several parts that can be explained in designing an event as follow :

Event Arrangement

The arrangement of the event is one thing that must be done carefully because it involves a defense for those who witness or enjoy it, in planning the event can also coordinate a party that will be involved in the event. In order for the event to run well, the program organizer or director must be able to control or manage all the events one by one by arranging according to techniques that can entertain the audience and make the audience not feel bored.

Artistic

Decoration is an activity to decorate the stage that can bind connoisseurs/audiences interested in the event or performance to be carried out, as well as artistic means which are interpreted as elements of beauty, which can be produced in the form of works of art that can be created by someone in an event.

Documentation

Documentation is another element that must be considered in an event, the purpose is for evaluation material or as an analysis when carrying out the same event in the future. Documentation is also needed as material for publication through the mass media and can store data for a long period of time.

Stage

Events that are held indoors or outdoors definitely require a stage, both permanent and non-permanent. In this situation, the things that need to be considered are the power of the stage, the design, and the team's ability to make the stage attractive, decorated and given the best artistic means so that the audience and performances can be enjoyed properly.

Based on the theory of the form of presentation above, it can be concluded that the form of presentation is an offering that is presented with a work of art with an orderly arrangement of events, so that it can be

presented and can get a high appreciation of the presentation.

II. RESEARCH METHOD

The type of research used in this study is a type of qualitative research. This type of qualitative research is a research procedure that produces descriptive data processing which can be in the form of written or spoken words from people whose behavior can be observed. This study uses a descriptive approach because the data collected is in the form of words, pictures, and not numbers. According to Widiastuti (2021: 237) qualitative data was obtained through various data collection techniques, for example interviews, document analysis or observation.

As for the point of research object is the Presentation of the Berhala Island Cultural Festival on Serdang Bedagai, one of which is a formulation of the problem in this study. As for the use in qualitative and descriptive research is a design to be described. Geographically, the location of this research was carried out in Nagur Village, Tanjung Beringin District, Serdang Bedagai Regency. The location of this research is based on survey results according to the object of research, namely the Secretariat of the Telangkai Art Community as the organizer of the performance that the author wants to research, all of these considerations are expected so that this writing can be completed on time.

The population in this study is the area that the researcher wants to study so that he can determine the number of populations according to the combined instructions. The population that will be used as research is the committee involved from: performance director, documentation division, artistic director, and head of the organizing community who are involved in the Berhala Island Cultural Festival. The 3 samples in this study namely, the head of the organizing community, the performance director, the artistic director.

In terms of data collection techniques, the data in this study were obtained from observations, interviews and documentation. Observations aim to obtain information about activities that can be used as research material in this study. This analysis is used to obtain general data, these data are also obtained from current or previous events, in order to maintain data about the factors that influence them.

Interviews were directed to several sources representing the divisions in the Berhala Island Cultural Festival performance, namely, the head of the organizing community, the performance director, and the artistic director. Documentation is a data search technique using the media, in the form of a grade book for each meeting, and performance documentation. To maintain information so that it does not change from the formulation of the problem, the author uses audio and video recording media to document everything related to research.

Data reduction is defined as the process of selecting, simplifying and abstracting written data from documentation, interviews and observations. All research results in Tanjung Beringin Regency can be selected from important and not important name data, then the selected data is simplified in the form of presentation to simplify the authors in discussing indications.

III. FINDING

The Concept of Show

Berhala Island Cultural Festival is held in the concept of nature of culture based on the culture of the Malay people (sea people) on the coast of Bedagai. This concept is implemented through the selection of the type of performances displayed as well as stage and artistic design. The following will explain in detail the concept of the event based on the order in which it is presented.

Table 1. Rundown of the Berhala Island Cultural Festival

Day/ Date	Time	Program	PIC
Friday, Sept 16th 2022	13.00-end	Preparing stage and artistic	Festival director Artistic director
Saturday, Sept 17th 2022	09.00-12.00	Rehearseal	All participant
	12.00-14.00	Break	
	14.00-16.00	Rehearseal	All participant
	16.00-16.30	Break	
	16.30-18.30	Opening Ceremony (<i>Dzikir Laut</i> , Turtle release)	All participant
	18.30-20.00	Break	
	20.00-22.00	Arts performance	Group of music and dance

	22.00	Break	
Sunday, Sept 18th 2022	09.00-12.00	Cooking Show	Telangkai Arts Community
	12.00-14.00	Break	
	14.00-15.00	<i>Pencak Silat</i>	<i>Pencak Silat</i> team
	15.00-16.00	Pantomime	Pantomime artist
	16.00-16.30	Break	
	16.30-18.00	Fashion Show (Closing Ceremony)	IC-Pro dancer

Dzikir Laut

The event started with sea remembrance which is a ritual tradition of the Tanjung Beringin fishing community. This ritual is a form of giving thanks to the Almighty for marine products and a sign of gratitude for being the livelihood of the people of Serdang Bedagai. The culmination of the sea remembrance ritual is washing the lancang (miniature canoe) into the middle of the ocean. There are a few innovations made by the Telangkai Art Community at this stage. If in the previous *Lancang* contained offerings or buffalo heads which were handed over to the sea in small boats to express gratitude, this time the contents of the *Lancang* were replaced with letters in glass bottles in the form of writing giving the fishermen hopes for a better life in the future. According to the director of the festival, Mukhlis Hasbullah, innovation is needed so that the ritual becomes more relevant to today's era so that it can be enjoyed by all groups without losing the essence of the ritual.



Figure 1. *Lancang* a property of *dzikirlaut* rituals

Release of Turtle

The release of 50 baby turtles is a form of nature conservation. Sea turtles as marine biota that live in the seas of the Malacca Strait are residents who need to maintain the sustainability of their habitat. In a broader sense, this activity is a symbol of releasing new generations for hope in the future. Release in the hope of becoming a loyal resident of the Berhala Island. The turtle release process starts from 18.00-18.30 WIB with all participants consisting of committee members, mariners, and tourists who were present that day. The release of the baby turtles finished at 18.30.



Figure2. Turtle release

Music and Dance Performance

As an entertainment in the evenings, music and dance performances are presented starting from 20.00-22.00 WIB. Musical performances were performed by the *Musik Melayu Deli* Community with repertoire of Malay songs or with the term Malay *ronggeng* ensemble such as the songs *Tanjung Katung*, *Anak Tiung*, and *Pancang Jermal*. In this musical performance, 6 people were brought by the Deli Malay community consisting of singers and musical instrument players.



Figure 3. Performance of Musik Melayu Deli Community

The dance performance at the Berhala Island Cultural Festival was brought by IC-Pro who presented several dances, especially for the Festival. IC-Pro created a soundtrack or theme song for the festival entitled *ZapinPulauBerhala*, a zapin made from music and used as the theme dance for the Berhala Island Cultural Festival. Especially for the *Serampang Dua Belas* and *Mak Inang* dances, when presenting the dances, the dancers use the concept of glowing in the dark technology by attaching lights that can glow in the dark so that visually it looks like the robot is dancing, the purpose of the concept is to adapt to the current situation with increasingly advanced technology, the culture must also be modified and more contemporary and more futuristic so that in the future it can become an inspiration and a new model in presenting Malay dance performance.



Figure 4. Malay Dance Glowing in the Dark performance

Pencak Silat

Furthermore, pencaksilat performances are included as a local tradition of the Malay coastal community, in ancient times it was used as a means of self-defense for security, and everyone on the Bedagai coast studied pencaksilat but now it has changed its function to a performance and is presented at the Berhala Island Cultural Festival.



Figure 5. Pencak Silat Performance

Pantomime

The theatrical performance at the marine culture festival on Berhala Island created by Mr. FrisoEkardo, M.Sn is in the form of a pantomime with a narration of the life of fishermen. Uniquely, the pantomime is not shown on the stage but on the beach, on the sand and large rocks on Berhala Island. The concept of a pantomime story that blends with the nature of PulauBerhala is because you can feel the wind, see the blue water, and tell stories while you're there. The actors involved are local people who are trained for one day and then presented.



Figure6. Pantomime on the beach

Fashion Show

The fashion show at the Berhala Island Cultural Festival is an exposition of Malay traditional clothing in a modified form. The fashion parade that was held had the theme of *songket* inspiration where *songket* can become a new trend and can also be an inspiration for designers to create fashion trends by using *songket* as the main idea that departs from the lives of coastal communities. The fashion parade was performed by youth from the local village, totaling 6 people consisting of 3 boys and 3 girls. The fashion show in the evening which is carried out on the beach by laying out 3 blue, red and green cloths as trajectories for the catwalk models. This fashion parade also closed the 2022 culture festival series of events.



Figure 7. Model on the beach catwalk

Stage and artistic concept

The stage is a space provided for a performance or other event. For the Berhala Island Cultural Festival, the stage concept prepared was sand shaped like a stage. Based on an interview with Mr. Mukhlis Hasbullah, M.Sn (director of the festival) it was explained that the concept of the stage at the marine culture festival on Berhala Island was designed by taking advantage of the geography of the Berhala island, using wood, branches or trees that are no longer in use to become stage layouts. Iron stage pillars are used to create a more solid stage impression. In addition, iron or rigging serves as a pillar for the lighting system that illuminates the process of the night show which is included in the function of the stage itself.

In general, other elements are used such as sand, trees used as exhibition space, artistic additions, bamboo which is a natural material that can be used without destroying the island's nature. Long bamboo designs are lined up behind the stage and decorated with green and red cloth plus a Styrofoam nameplate which has been modified to become the icon for the writing of '*FESTIVAL BUDAYA LAUT 2022*'.



Figure 8. Look of Berhala Island Cultural Festival stage

Artistic is an activity to decorate the stage as a binding material to attract attention, according to the theory of decoration, the artistic director decorates a stage with tied bamboo and cloth. Based on the interview with Drs. Fuad Erdansyah, M.Sn (artistic director) explained that the meaning of bamboo on the Berhala Island Cultural Festival stage is that bamboo is the most common environmental material for rural communities, both farmers and fishermen, bamboo is not only a functional aspect but is a symbol that reflects history with traditional use, since ancient times bamboo has been used because of its function and physically bamboo also has extraordinary strength, and is more elastic than concrete.

Bamboo is also a symbol in sacred or non-formal relationships because of its function which has strength and flexibility, in terms of artistic aspects, bamboo also structurally has aspects that are close or attached to cultural aspects. The bamboo that is used on the stage of the festival is seen as a functional aspect, and the cloth that is used to beautify or as a binding tool as well as a summoning tool in terms of color, waves or drafts can provide a sign that an event is taking place.

Artistic is a concept that can be created in the form of works of art at an event. Coastal communities have several aspects that are marked in social activities, namely social activities related to earning a living as fishermen, an Islamic belief system that believes that nature is part of their life. The artistic concept of the marine culture festival leads to adopting the natural concept of coastal communities by displaying a model of a fishing boat, finally the boat or canoe is used as the main gravity in the concept of the festival for all existing artistic.

The Berhala Island Cultural Festival makes an artistic exhibition made of cloth wrapped around a fallen tree by placing a number of miniature ships and paintings. There is an implied meaning in these colors, namely the red color which symbolizes the color of culture based on natural cosmology, or traditional people. The blue color symbolizes the sea which is part of the marine cultural festival event on Berhala Island and the green color represents the natural nuances of nature which are abundant for the Malay people of North Sumatra which are very rich in living nature.

Miniature ships which are used as artistic exhibitions are a concept that adopts used materials from driftwood, rivers and sand that has been formed to actualize environmental materials. The actual painting is interpreted in the form of a mosaic or a collection of materials in the marine environment including sand but is made in the form of framing which is interpreted like the environment.



Figure 9. Art exhibition

IV. CONCLUSION

The concept used at the Berhala Island Cultural Festival is nature of culture. This concept is applied in the aspect of choosing the type of show to be displayed as well as the stage and artistic design. The form of presentation of the Berhala Island Cultural Festival is arranged in several events, namely *dzikirlaurituals*,

release of turtles, dance and music performances, silat attractions, pantomime performances, and fashion show. *Dzikirlaut* describes the gratitude of the fishing community for the natural blessings of the sea that have been given by God. The release of baby turtles is a symbol of nature conservation. Dance, music and pantomime performances depict the lives of coastal communities. Silat symbolizes the strength of society. The fashion parade shows creative values in response to local wisdom. The Berhala Island Cultural Festival can be an inspiration and a model for performances on the first uninhabited outer island in Indonesia.

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