

Community-Based Tourism Development Model Ammatoa Kajang Cultural Tourism Bulukumba District

Dandi¹, Syahribulan²

^{1,2}Department of Public Administration, Faculty of Social and Political Sciences, Hasanuddin University, Makassar, Indonesia

Corresponding Author: Dandi

Faculty of Social and Political Sciences, Hasanuddin University

Tel: (+62)852-9824-4780; E-mail: algoritmasakti@gmail.com

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ABSTRACT

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Introduction: Ammatoa Kajang cultural tourism has great potential to be developed while maintaining local wisdom and strong customs.

Objective: This research aims to develop a Community Based Tourism (CBT) model in managing cultural tourism in the Ammatoa Kajang area, Bulukumba Regency.

Results: The results showed that the management of cultural tourism in Ammatoa Kajang has involved the active participation of indigenous peoples, but there are still challenges in the management and utilization of natural resources in a sustainable manner. The proposed CBT development model includes optimizing cultural and natural resources, increasing community management capacity, and maintaining a balance between cultural preservation and tourism activities.

Conclusion: With the application of this model, it is expected that Ammatoa Kajang cultural tourism can develop sustainably and provide economic and social benefits for the local community.

Keywords: community-based tourism, Ammatoa Kajang, cultural tourism development model.

INTRODUCTION

Tourism is a short-term trip that is currently developing one of them in the form of cultural tourism, namely tourism that makes culture the main attraction (1). One approach to tourism development is community-based tourism, in which the community plays an active role as the creator of tourism products. This model supports sustainable tourism development by empowering communities, creating jobs, increasing income, and encouraging the preservation of local tourism resources (2). One example of the application of community-based tourism in Indonesia is the Ammatoa Kajang customary area in Kajang District, Bulukumba Regency, South Sulawesi (3). This indigenous community is known as Ammatoa Kajang, led by a traditional leader named Ammatoa, who is elected from generation to generation (4).

The community upholds traditional values and lives simply with the principle of "kamase-masea" and the customary rules of "Pasang ri Kajang", which emphasize harmony between humans, nature and the Creator (5). Their territory, called Tana Toa (Old Village), is considered an ancestral land that must be preserved (6). Cultural uniqueness, all-black clothing, and the harmony of life that is still very much maintained are the main attractions for tourists. This area offers not only the natural beauty of the indigenous forest, but also a first-hand experience of traditional life away from modernization. With strong local wisdom and community involvement, Ammatoa Kajang is a successful model of an authentic and sustainable community-based cultural tourism destination. The development of cultural tourism in Ammatoa Kajang is carried out with an approach based on the customary rules of "Pasang ri Kajang", which serves as a guideline for the life of the local community (7-8). This process is not only oriented towards increasing tourist visits, but also emphasizes the empowerment of local communities and the preservation of culture and the environment (9-10).

Local communities are actively involved in all stages, from management, administration, to tour guiding (11). They receive economic benefits, while being responsible for maintaining the authenticity of traditions and environmental sustainability. This aims to create a balance between cultural preservation, the environment, and community welfare, without compromising the values of local wisdom (12). The success of tourism development in Kajang relies heavily on community awareness and active participation, which are key to sustainability (13-14). Conversely, a lack of community involvement can be a failure factor in the development of community-based cultural tourism (15).

Community-based Tourism (CBT) is an approach to tourism that emphasizes the active participation of local communities in planning, developing, managing, and maintaining tourism activities (16). Community-based tourism aims to provide direct benefits to local communities and ensure that tourism is socially (17), economically, and environmentally sustainable. A tourism model that focuses on the active participation and empowerment of local communities to create tourism that is sustainable and beneficial to the community (18). Despite facing various challenges, CBT has great potential to promote sustainable development, cultural preservation and environmental conservation (19).

Research on community-based tourism models in the Ammatoa Kajang indigenous area makes a significant contribution to sustainable tourism and community development. This research examines how the community of Ammatoa Kajang indigenous area can utilize its cultural heritage and natural beauty through the active participation of local people (17). Through in-depth analysis, the study demonstrates the importance of community involvement in all stages of tourism development, from planning to marketing, to ensure sustainable economic, social and environmental benefits. Furthermore, the study provides a model of cultural preservation, community capacity building, and community-based tourism promotion that can be adopted in Indonesia and the Southeast Asia region (20). Therefore, this study not only enriches the academic literature on CBT but also provides practical guidance for tourism policy makers and tourism practitioners to develop authentic and sustainable destinations.

METHODS

This research uses a qualitative approach with a descriptive research design. The qualitative approach is used to understand the development and management of Community-Based Tourism in Ammatoa Kajang cultural tourism. Research procedures include determining informants using purposive sampling techniques, collecting data through observation, interviews and document reviews. Data analysis using data reduction, data presentation, and conclusion drawing. Data validity in this study was carried out through four stages, namely triangulation of data sources, member checks, rich and detailed descriptions, and clarification of researcher bias. Data reliability was maintained by ensuring there was no change in code definition during the coding process and saturation point in data collection.

RESULTS

1. Natural and Cultural Resources

Regarding the existence of the Ammatoa Kajang tradition as a cultural heritage that is still strong today, the development and management of cultural tourism is regulated in the policies contained in Regional Regulation Number 9 of 2015 concerning MHA and customary rules based on pasang ri kajang. In addition, any development in the Ammatoa Kajang customary area must obtain a recommendation from the customary leader, Bohe Amma. Thus, tourism development in the area is directed at a small to medium scale, especially in limited tourism development that considers aspects of preserving natural resources and local culture.

The utilization of natural resources and local culture as objects of development and development in the management of cultural tourism in the Ammatoa Kajang customary area is very important to ensure the sustainability and preservation of traditions. Natural resources, such as stunning natural scenery and biodiversity, can be utilized to attract tourists, while providing education on the importance of protecting the environment. On the other hand, local culture, including customs, arts and crafts, is the main attraction that illustrates the rich history and identity of the Ammatoa Kajang community. By integrating these two aspects in tourism management, it is expected to create an authentic experience for visitors, while providing economic benefits for the local community and encouraging awareness of the importance of preserving the culture and environment of Ammatoa Kajang's cultural heritage. This

is in line with the opinion of Mowforth & Munt who state that well-managed tourism can encourage social and economic sustainability through local community participation (21).

Natural resources in cultural tourism sites in the Ammatoa Kajang customary area, Bulukumba Regency are still well preserved. This can be seen from the arrangements made by managers, customary leaders and indigenous people who prioritize environmental and natural sustainability around tourist attractions. There is a customary forest that supports environmental conservation efforts that are strictly maintained based on the ebb and flow of Kajang sea water. At the location of the tourist attraction there are also several information boards so that the community and visitors can obey the rules in order to preserve natural resources. This cannot be separated from the concept of good management of cultural tourism managers. In addition, it cannot be separated from the fact that human resources, local wisdom, and natural resources are sources or potentials that are the main capital in the sustainability of a tourist attraction. In accordance with the opinion of Trinanda (2021) which states that "Tourist attractions are everything that has an attraction to be seen, felt, and enjoyed by tourists. These attractions can be in the form of natural beauty, cultural wealth, historical heritage, or human works designed to provide recreational, educational, or aesthetic experiences, which are provided or sourced from nature itself." (22).

Thus, if the tourist attraction manager and the community have carried out activities that are conservation of natural resources, it can be said that the natural resources around the tourist attraction have been well organized. However, there are obstacles in these efforts, namely that there is still garbage scattered at the location of the tourist attraction due to garbage brought by visitors to the location of the tourist attraction due to the lack of trash bins prepared by the tour manager around the tourist attraction so that it can pollute the environment. Then the younger generation in the Ammatoa Kajang customary community is less concerned about preserving the natural resources around them, this is due to the tendency of local youth who have been contaminated by modern culture. However, efforts have been made to implement and socialize the importance of preserving natural resources.

Considering that most of the livelihoods of the Ammatoa Kajang indigenous people are plantations and agriculture, one of the alternatives to improve community welfare is to be actively involved in the development of Ammatoa Kajang cultural tourism objects. The management of the Ammatoa Kajang cultural tourism attraction has had a significant impact on the local community. The community not only receives benefits from tourism activities, but is also actively involved in the management process that maintains the preservation and sustainability of the tourist attraction. This involvement creates a sense of belonging and shared responsibility for the sustainability of the tourist attraction and increases public awareness of the importance of preserving natural and cultural resources that become tourist attractions. Thus, Ammatoa Kajang cultural tourism is not only an attraction for visitors, but also encourages increased income, employment opportunities, and improved welfare of local communities in the tourist area.

Local community initiatives in developing local products based on local wisdom and the potential of natural resources in indigenous communities are very important in cultural tourism management. One example of a local product produced by the Ammatoa Kajang indigenous community is the black sarong, which is a handicraft that has high cultural value. This sarong is not only a symbol of cultural identity, but is also rented out to tourists as part of the cultural tourism experience, so that they can experience firsthand the wealth of customs and local wisdom in the area. The Ammatoa Kajang cultural tourism object emphasizes respect for local values and culture. This approach reflects a commitment to preserving local traditions and wisdom, thus making this tourism not only a means of entertainment, but also an educational medium for visitors about the importance of local culture. Thus, the community can feel proud and actively involved in preserving their cultural heritage.

This is in line with the concept put forward by Yuliani (2018) which states that one of the efforts to improve the regional economy is through development based on local wisdom, resource potential, and regional uniqueness (23). By utilizing the uniqueness of culture and potential, the management of tourist attractions can have a positive impact on the community's economy while maintaining existing values. This approach is expected to create a balance between tourism development and cultural preservation.

The application of Community Based Tourism (CBT) in this tourist attraction is very much in line with the concept and main purpose of tourism activities, which is to create an authentic tourism experience and provide sustainable benefits for the welfare of the local community. With the participation of the community in its management, Ammatoa Kajang cultural tourism can continue to develop without ignoring the preservation of local customs and traditions. In addition, this management supports sustainable tourism by ensuring a balance between tourism

activities and cultural preservation efforts, in accordance with the CBT model that creates synergies between preservation, empowerment and local economic development.

2. Community Organization

In social life, it is necessary to have norms that regulate various forms of social behavior that grow in the middle of the community. In these norms, of course, there are social behavior sanctions that can prevent individuals from behaving deviantly from the norms that apply in society. The Ammatoa Kajang indigenous community has norms based on Pasang ri Kajang, which is a customary teaching that is not a written regulation that regulates daily behavior and life, including in terms of preserving nature and the environment.

There are norms that are still held firmly by the local community, these norms are agreed upon by the community as guidelines in maintaining the balance of the ecosystem in their customary area. These rules include limiting the number of tourists allowed to enter the customary area, strict waste management, and a strict prohibition on activities that can damage the flora and fauna around the tourist area. These norms not only serve as a form of environmental protection, but also as a respect for the ancestral teachings that have long guided the lives of the Ammatoa community.

Awareness of the importance of preserving the environment is reflected in the harmony between tourism activities and customs that are still maintained in Ammatoa Kajang. Environmental conservation, as an integral part of Pasang ri Kajang, is seen as a shared responsibility by the local community and tourists. With strict rules and community support, the Ammatoa community is able to preserve nature as the main attraction of cultural tourism while preserving its traditional heritage. This shows that tourism activities in the Ammatoa customary area are not just for recreation, but also a means to learn and appreciate the values of nature conservation that have been upheld for centuries.

Then the Ammatoa Kajang indigenous community has key figures who play a role in managing tourist attractions, especially from among the youth. These youth figures play an important role as managers, directors, and organizers of tourism activities to stay in line with the traditional values of Pasang ri Kajang. With the active involvement of indigenous people, the management of tourist attractions in this area reflects the community's participation in preserving nature and culture. This involvement not only maintains environmental balance, but also strengthens the social and economic role of the local community.

This is in line with the view of Hartian, M.A. (2024) which emphasizes that Community-Based Tourism is a form of tourism development that is fully initiated and managed by the local community (24). The idea and implementation are carried out in a participatory manner, and the benefits resulting from these tourism activities are felt directly by the local community. In the context of Ammatoa Kajang, this model allows tourism management to run independently without sacrificing traditional values, as well as improving community welfare through sustainable tourism.

The suitability can be seen from the direct involvement of the village community in managing tourist attractions. The obstacles and efforts that occur in the implementation of this indicator are a little egocentrism when selecting the head of the tourist attraction management. However, this can be overcome by the presence of a facilitator to determine the outline and equalization of perceptions in managing tourist attractions.

In addition, the Ammatoa Kajang community shows a strong sense of ownership of the management of tourist attractions in their customary territory. This sense of ownership is reflected in the proactive attitude of the community in maintaining and caring for the surrounding environment. They understand that preserving nature is an integral part of their cultural identity, so that every effort to maintain natural conditions will contribute to the sustainability of the culture and life of the community itself. Thus, the community is not only a beneficiary of tourism activities, but also a protector and manager of its natural resources.

The active participation of the community in developing tourism objects shows a collective awareness of responsibility for the environment. Communities jointly develop rules and norms that support nature conservation, including waste management, limiting the number of visitors, and prohibiting damage to flora and fauna. This commitment not only helps maintain natural beauty, but also strengthens social ties between community members. With strong involvement in management, the Ammatoa Kajang community has succeeded in creating a sustainable tourism model that benefits all parties involved.

The expected output of tourism object management in the Ammatoa Kajang customary area is environmental sustainability that is not neglected. The local community has shown a high commitment to maintaining the

environment around the tourist attraction voluntarily, because they realize the importance of preserving nature as part of their cultural identity. However, there are several inhibiting factors, such as lack of coordination and unclear information conveyed to the community. To overcome these problems, the tourist attraction management tries to involve the community directly in management. This approach not only improves transparency and communication, but also strengthens the community's sense of ownership of the attraction, so that they are more motivated to preserve the environment for the sustainability of tourism in the Ammatoa Kajang customary area.

3. Management

Ammatoa Kajang cultural tourism has very strict rules and regulations, referring to the values of customs and local wisdom that have been passed down for generations. The Ammatoa Kajang indigenous community located in Bulukumba Regency, South Sulawesi, is known for its ancestral tradition known as "Pasang ri Kajang". This tradition serves as a guideline for them in organizing their lives, including in managing cultural tourism that is starting to develop in the region.

In an effort to connect tourism with community development, Ammatoa Kajang cultural tourism involves traditional leaders and tourism managers as two entities that support each other. Traditional leaders are responsible for maintaining and preserving the cultural values and customs of the community, ensuring that every tourism activity is in line with local wisdom and applicable norms. Meanwhile, tourism managers have the main task of planning, developing and promoting tourist destinations, so that they can attract visitors while providing economic benefits to the community. With the involvement of both, it is expected that the development of cultural tourism can run harmoniously and sustainably

The customary rules that apply in community-based tourism such as Ammatoa Kajang not only protect culture and the environment, but also promote a more responsible and sustainable form of tourism, very different from the general tourism model that tends to prioritize economic benefits. Tourism activities cannot be separated from the results that will be obtained by all parties involved in these activities. The earliest benefit obtained is financial gain or income for tourism managers. These results show that tourism managers have shared the results fairly and transparently. On the other hand, the percentage of profits earned from the tourism sector is often not fully donated to public funds for economic and social development. As there are no regulations specifically governing the sharing of profits from the tourism industry, this often results in a lack of fair and equitable distribution to local communities. The benefits of tourism have made a considerable contribution to the economic and social development of communities around tourist areas. This can be seen from the existence of several kiosks managed by local communities, which not only offer a variety of local products but also create jobs and increase family income. The existence of these kiosks reflects the active involvement of the community in economic activities stemming from tourism, while strengthening local cultural identity. Thus, tourism not only serves as a source of income, but also plays a role in improving the quality of life and welfare of the people in the area. Based on this, it can certainly provide an overview of the purpose of tourism which boils down to improving community welfare. For indigenous peoples, welfare is part of the ideals they want to realize. There are obstacles in achieving this, namely in terms of financial management of managers who are not yet fully good and the community has not been educated in empowerment that can generate profits.

4. Learning

Ammatoa Kajang cultural tours offer a unique experience designed to give travelers the opportunity to learn directly from their hosts. With this approach, visitors not only enjoy the beauty of the local culture, but also gain an in-depth insight into the traditions and local wisdom upheld by the Ammatoa community. In this case, learning is one of the outputs of the tour packages prepared by the Ammatoa Kajang cultural tourism manager, ensuring that each activity is not only recreational, but also educational, thus creating a more meaningful and memorable experience for tourists. There are learning activities carried out by managers and the community, namely regarding the concept of environmental conservation. Visitors are given education about the concept of environmental conservation to preserve nature. Visitors or tourists who come to the Ammatoa Kajang area can get in-depth education about the culture of the Kajang indigenous people. Through direct interaction with the community, tourists can learn the traditions, values, and way of life of indigenous peoples who still uphold local wisdom. This education includes various cultural aspects, such as traditional rituals, traditional clothing, and unique handicrafts. Thus, in addition to enjoying the beauty of nature, tourists can also enrich their understanding of the diversity of local culture and history.

Tourism activities must ensure environmental sustainability. Environmental sustainability will have an impact on the socio-economic conditions of the community. The more damaged the environmental conditions, the more unequal the socio-economic conditions of the community will be. In addition, there are obstacles in its implementation, namely the perception of protecting the environment and apathy from both parties (visitors and the community). Furthermore, tourism activities and services essentially aim to provide tourists with an understanding of the local way of life, while raising their awareness of the importance of preserving nature and culture. Through direct interaction with local people, participation in traditional activities, and exploration of the unique natural environment around tourist areas, tourists can learn firsthand about the values of local wisdom. Such learning can be obtained through various educational programs, such as cultural tours, handicraft workshops, and ecotourism activities designed to introduce the diversity of traditions and the importance of protecting the environment.

According to them, the community and tourism managers have upheld the value of tolerance. Norms and customs in the Ammatoa Kajang customary area are still held firmly by every element of the indigenous community. The adaptability of tourism managers makes it a natural tourist attraction but a friendly tourist location for visitors.

The Ammatoa Kajang indigenous community is a unique and interesting potential to be studied by visitors or tourists. Their daily life is carried out on cultural heritage land with all the traditional values that are still strongly maintained, offering experiences and knowledge that cannot be found anywhere else. The traditions, local wisdom, and the way the Ammatoa Kajang community interacts with nature and the environment is a special attraction that can enrich tourists' understanding of cultural diversity. This potential makes the Ammatoa Kajang customary area not only a tourist destination, but also a valuable source of learning about cultural preservation and how to live in harmony with nature.

In addition, learning in the Ammatoa Kajang customary area can also be obtained through an annual event that is routinely held, namely the Cultural Festival (Andingingi). This festival is an important event for the local community to showcase various traditional performances and rituals that reflect the richness of its culture. Visitors can witness various traditional activities, such as religious ceremonies, traditional dances, and folk games, all of which demonstrate the values of local wisdom. Through this festival, tourists not only enjoy entertainment, but also gain a deeper understanding of the traditions and culture of the Ammatoa Kajang community that are still preserved today. Learning in the Ammatoa Kajang customary area not only provides new knowledge for visitors or tourists, but can also help in local economic development as well as cultural and environmental preservation. This makes village tourism a potential place to have a meaningful and holistic educational experience.

The management has conducted socialization to increase awareness of natural and cultural preservation among tourists and the surrounding community, namely by conducting regular greening and maintenance of tourist sites. The obstacle in implementing this indicator is that there are still some residents who do not obey the rules to be wise in utilizing nature. Efforts have been made by the management by educating the community to preserve natural resources at tourist attraction locations. Thus it is necessary to take preventive steps that are educational in nature to the community and the manager of the tourist attraction as a whole.

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