

ATTITUDES OF TOURISM BUSINESS ACTORS AFTER THE POSO CONFLICT

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ABSTRACT

The Indonesian state has so much natural wealth that can be used to support the life of the country and its people, one of the natural wealth owned is in the tourism sector. Poso City as part of Indonesia has so much natural beauty, but the human tragedy that has occurred in Poso, leaves a very dark story, even has an impact on the memory of all Poso people, as well as people outside Poso. This impact is obviously traumatizing for the Poso community, the conflict inflicts a deep and lasting trauma even though it has long passed. This research is very important to be carried out in Poso, not only because the issue of tourism is a hot topic for now and its relation to the image of the city of Poso (challenges and opportunities), but also just to bring to the surface the old story of the tragedy that has occurred, which then directs the research to identify the attitudes and traumas of tourism and tourists. But most important in the study is how researchers try to put tourism as a trauma recovery "space" that erodes negative stereotypes and restores the positive image of the city of Poso. The research method used in this study is qualitative with a case study approach and the data collection techniques that will be used in this study are observation, interview, and documentation. The data analysis carried out in this study began with reducing the data from the interview, making it verbatim, and determining the findings of the theme to be chosen for analysis. The purpose of this study was to analyze the attitudes of tourism business actors after the Poso conflict and how they recovered and rose from deep trauma and frustration.

Keywords: *conflict, poso, tourism, attitude, trauma*

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INTRODUCTION

The National Industrial Economic Committee (KEIN) recommends that there are four industries that have the potential to face global competition so they need to be developed. KEIN Chairman Soetrisno Bachir said that the four potential industrial sectors that need to be developed include agro, maritime, creative, and digital industries, as well as the tourism industry. The World Tourism Organization (WTO) has set the theme for the celebration of World Tourism Day 2022, namely "*Rethinking tourism*". This momentum is very important because it marks the revival of the tourism industry in Indonesia and around the world after being slumped when navigating difficult times due to the pandemic and attracts positive wisdom that can be applied in the present and future. "In 2015, Indonesia was ranked 50th. Then 2017 rose to rank 42 and in 2019 it rose again, albeit only slightly, to rank 40. When compared to countries in ASEAN, for example, Singapore in 17th place, Malaysia 29th, and Thailand 31st, this will be a record in the future in order to improve the four sub-indices and 14 pillars that are the benchmark for the world tourism competitiveness index, said President Jokowi while chairing the Limited Meeting (ratas) on Improvement in Indonesia's Tourism Rating, Monday (17/2/2020), at the President's Office, Jakarta. Tourism activities certainly involve various fields such as lodging services, food, travel transportation services and even

natural sightings both artificial and natural. Indonesia has a strategic location with abundant natural sightings and biodiversity, an archipelagic country with a number of islands around 17,540 and has a tropical climate making Indonesia a favorite foreign destination (Mun'im, 2022).

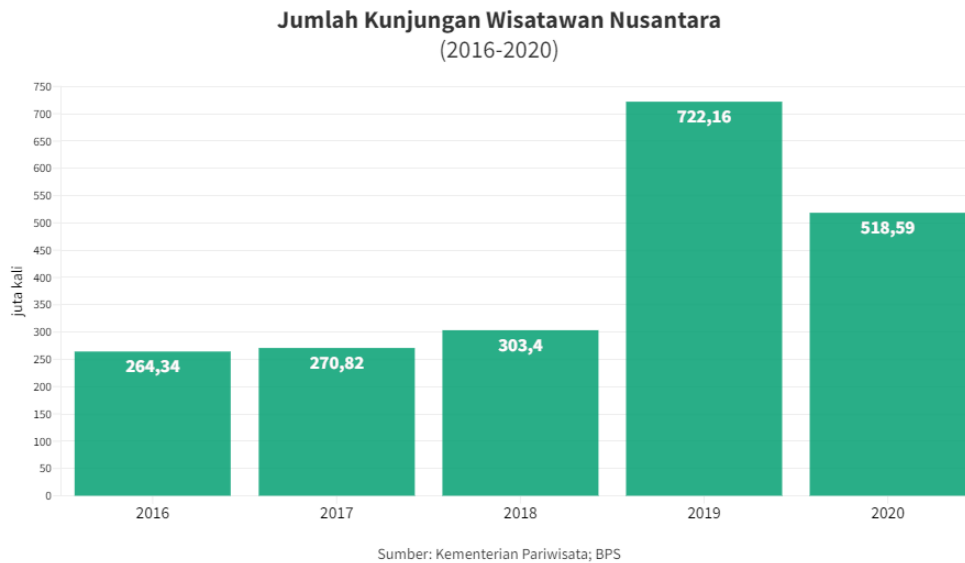


Figure 1. Number of Travelers Trips 2016-2020

The Central Statistics Agency (BPS) noted that the number of domestic tourist trips was 518.59 million times in 2020. This number decreased by 28.19% compared to the previous year which reached 722.16 million times. The decline is also the first time in the past five years. Previously, the number of domestic tourist trips always increased every year. This condition occurred due to the Covid-19 pandemic that hit Indonesia. The government carries out large-scale social restrictions in order to break the chain of the spread of the coronavirus transmission so that people's mobility to travel is hampered.

Central Sulawesi is one of the provinces in Indonesia with the capital city of Palu offering a variety of tours that can invite anyone to visit and attract the attention of tourists. The tourist areas offered are also so diverse, both from natural tourism, and cultural reserves to cultural and historical tourism that can be developed into alternative tourism. This is inseparable from the geographical location of Central Sulawesi which is crossed by the equator which makes Central Sulawesi blessed with conservation areas with flora and fauna that are different from other regions in the world so that it is interesting to be used as a tourist attraction and research (Maskuri Sutomo et al., 2021). The province of Central Sulawesi, especially the Poso regency, it has a fairly abundant and varied tourism potential. Tourism objects in Poso Regency can be grouped into two categories, namely natural tourism and cultural and historical tourism. Tourism activities are strategic activities to be developed in the Poso district in an effort to increase regional income and expand business opportunities and job opportunities. People in the coastal areas of the Poso regency have long relied on meeting the needs of life from agricultural, fishery, and tourism activities (Mba'u et al., 2019).

The Poso area, which has its own charm in tourism destinations, can be seen in the Poso Lake Festival event which is an annual agenda in Poso Regency (Akifah et al., 2021). This is

then also supported by a beautiful natural panorama in Lake Poso, which is the third largest lake in Indonesia, a megalithic site that is estimated to be hundreds of years old, as well as beautiful views of hills to beaches that are so pleasing to the eyes of connoisseurs. However, the image of the Poso regency as one of the tourist destinations was disturbed by the Poso riots that occurred around 1998-2000. The Poso conflict is allegedly a 'democratic calamity' motivated by structural conflicts that bring young people of different religions, exploited for the benefit of power (Hasrullah, 2009). This conflict caused a lot of losses both physically, psychically, and materially. It is estimated that the casualties during the conflict lasted around 960 people died, 125 people were seriously injured, 125 people with minor injuries, as many as 31 houses of worship were destroyed, people's houses burned down reached 6,211 houses and the number of refugees reached 78,020. This impact is obviously traumatizing for the Poso community, this is in line with research conducted by Laha et al (2021) that the Poso conflict caused deep trauma even though it has been 20 years since the conflict. Even the word 'riot' or conflict became a traumatic word in the minds of the Poso people. This poses a severe threat to the economic development of the Poso region, especially the tourism sector. Moreover, the *image* of Poso as a city that is considered still not 'safe' makes investors engaged in tourism hesitate to invest in Poso. For example, some public transportation services between cities and between provinces are still hesitant to operate through the Poso area.

At present, considering the variety of natural wealth owned by the Poso area, this can be a stick for the revival of tourism in the land of Poso. To achieve this, tourism actors are needed to be able to develop the Poso tourism sector after the conflict, for the welfare of the existing community. It takes a view related to an experience, in this case, the Poso conflict to be able to achieve community welfare. This is referred to as the attitude, attitude of business actors in the Poso tourism sector. Based on research conducted by Rukmana, explains that establishing a business, it must be accompanied by a good and correct entrepreneurial attitude. By maximizing an entrepreneurial attitude, you can also maximize what you want to achieve. Being brave in making decisions by thinking about all aspects and being able to minimize losses and self-success is one example of having an entrepreneurial attitude. According to Myers & Twenge, attitudes are feelings and beliefs that are stored, whether pleasant or unpleasant, about certain people, objects, events, or ideas that generate behavioral tendencies. Attitudes can take the form of positive or negative evaluations of events, objects, issues, or situations that arise in the form of beliefs, feelings, or intentions. There are three components that support each other, namely, the cognitive component, the affective component, and the conative component according to Crutchfield & Ballachey (Ramenusa & Kedale, 2021; Rukmini, 2006). First, the cognitive component contains a person's belief in something or a truth towards the object of attitude. The cognitive component is a representation of what the individual who owns the attitude believes which refers to a *stereotyped* belief that the individual has about something that can be equated to handling (opinion) especially when it comes to a controversial issue or issue. Secondly, the affective component concerns the subjective emotional feelings of a person towards an object of attitude. In general, the affective component is equated with the feeling that one has towards something. Feelings of positive emotions, while displeasure is a negative emotion. Third, the conative component is the component that deals with the tendency to act on the object. This component indicates the intensity of the attitude,

such as the magnitude of the tendency to act or behave a person towards the object of the attitude.

According to Azwar (2009) there are factors that can influence attitudes, among others, personal experience; which relates to emotional factors about things that have been and are being experienced that contribute to the passion for the object. Such passion can be negative or positive. The influence of others is considered important, in general individuals tend to have attitudes that are conformist or in the same direction as the attitudes of others that are considered important. This happens motivated by the desire to affiliate and the desire to avoid conflicts with the person considered important. Cultural influences, unwittingly culture have formed a directing line of individual attitudes towards various issues, due to the culture that gives the pattern of experience to the individual living in that culture. Mass media, events seen in the mass media that are supposed to be factual are often presented objectively by the author a result of which can affect the attitudes of its consumers. Educational institutions and religious institutions, moral concepts, and various teachings of educational institutions and religious institutions can influence attitudes. Emotional factors and attitudes influenced by emotional factors sometimes have to do with statements based on emotions that serve as a channeling of frustration or a diversion of a form of ego defense mechanism. The importance of conducting a study is indeed to identify, analyze and provide solutions to a problem. In addition to contributing knowledge in the academic world, research results are also very important in answering every question about issues/phenomena that occur in the midst of social life, work, education, industry, etc. This research is very important to be carried out in Poso, not only because the issue of tourism is a hot topic for now and its relation to the image of the city of Poso (challenges and opportunities), but also just to bring to the surface the old story of the tragedy that has occurred, which then directs the research to identify the attitudes and traumas of tourism and tourists. However, the importance of this study is how researchers try to position tourism as a form of trauma recovery effort – eroding negative stereotypes in one particular area/context.

METHOD

The research method used in this research is qualitative with a case study approach. Mode research quality is a study that produces descriptive data in the form of words both orally and in writing from people and the observed environment (Lexy, 2002). The case study approach used in this research is one of the qualitative methods whose research is carried out by exploring real life, contemporary limited systems (cases) or limited systems (cases), through the collection of detailed and in-depth data involving case description reports and case themes, various sources of information or multiple sources of information such as observations, interviews, audiovisual materials, and documents as well as various reports (Creswell, 2009). The research conducted took place in Posso, Poso Regency, Central Sulawesi Province on. The subject of the study is one of the business actors located around Poso lake who has a post-poso conflict memory.

The data collection techniques that will be used in this study are observation, interviews, and documentation. Observation is a data collection method where researchers make direct observations of the object of study (Creswell & Creswell, 2017). Through observation, researchers can see how the attitudes of tourism business actors in Poso regency, Central

Sulawesi province. Furthermore, researchers will conduct interviews with speakers, namely tourism business actors in Poso regency, Central Sulawesi province. Interviews conducted by researchers are *depth interviews*. *Depth Interviews* were conducted to obtain primary data from business actors who were the subjects of this study. The documentation used in this study is used to obtain and trace data sourced from existing data such as data about people or groups of people, events, and events in social situations that are useful in this study. The analysis techniques carried out in this study are to start by reducing the data from the interview, making verbatim, determining the findings of the theme to be chosen for analysis, and making an analysis.

The content of the study method is data collection techniques, when data is taken, data sources, data collection instruments, and data analysis methods, written with *the letters Times New Roman* 11 pt, single space. The method contains the flow of research implementation that must be written in detail and clearly so that other researchers can conduct the same research (*repeatable and reproducible*). The specifics of the materials should be detailed so that others are informed about how to obtain the materials. This section should inform the reader regarding the types and methods used by the authors in this study. Ensure that accurate and precise information can be used for subsequent research. Avoid quoting definitions directly from the books in this section. If the method used is known in advance, then the reference library should be listed. If the study consists of several experiments, then the methods for each of them should be described.

The core of this section of the method includes **research design, sampling techniques, characteristics and number of samples, and data analysis methods**. In this section can also be listed scientific formulas used for data analysis/correlation tests. This section consists of the identification of variables, the subject of the study, the instruments, and the methods, including the statistical analysis techniques used (the maximum page is 10% of the total manuscript pages).

RESULTS AND DISCUSSION

a. Frustration and trauma during the Poso Conflict

The subject was originally a seller of household furniture. The Poso conflict that began in 1998 frustrated the subject. The subject is frustrated because of his business that has to be closed and threatened with bankruptcy and also the needs of the family that he will not be able to meet due to the riots.

"... Then the end of 98 broke out the riots, I thought at the time that I have messed up already thoughts between wanting to save myself and my family but where then later I wanted to live how I was so frustrated at the time. No one dared to sell at that time out of fear" (P, 21-27).

The subject cannot avoid trauma because the Poso conflict is a human tragedy that not only takes away lives but also cuts off the path of human efforts to survive.

"The time of the riots we all did slump, frustrated with trauma and even almost lost hope" (P, 114-116).

b. Rise: Post-Poso Conflict Business Opportunities

Seeing that the situation began to be safe, the subject had the initiative to bounce back from the post-conflict slump. The subject sees hope to be able to restore their economy and also recover the trauma of post-conflict society.

"... but after gradually recovering we can see the hope that makes us as business actors an opportunity, an opportunity that not only helps the economy of entrepreneurs or the community but can also recover the trauma if I think well" (P, 116-124)

c. The Emergence of Inspiration to Build a Resort

The subject's efforts began to gradually recover and the situation at that time had already begun to be safe. So in 2013 when the subject and his family vacationed in Bali, the subject got the inspiration to build a resort on his estate located on the outskirts of Lake Poso.

"... That's the inspiration from Bali, at that time, the family took a vacation to Bali, it seemed good too if it was in Poso, especially since the lake was also clear and good" (P, 53-58)

d. Doubt and Optimism

At the beginning of wanting to establish a resort, the subject had doubts. Because the tourist attractions he will build are former conflict areas. The former conflict area, of course, not only caused trauma to the Poso people but also people who wanted to visit Poso.

"At first, I was still hesitant, especially since this is not an ordinary business, this includes the world of tourism, which means that consumers are people who want to relax. Well, if you hear the word Poso, most people seem that the area is not safe, how do you want to relax?" (P, 64-71)

The doubt was dismissed with the subject's optimistic feelings after discussions with relatives and also his family. Moreover, the location of Lake Poso offers a promising view to be used as a tourist attraction.

"... but at that time I started talking to my wife, with my friend as well who eventually came up with my optimistic mind. At that time I believe we can all recover and this wonderful nature will contribute to our economy" (P, 71-78)

e. Resort Marketing Strategy

Steadily at the end of 2019, the subject opened the resort after going through a months-long construction period. By presenting a resort that has various facilities such as places to stay, restaurants, water recreation and also a swimming pool, this resort is in demand by visitors. Plus the view of this resort is Lake Poso which is very promising to be a place of business.

The marketing strategy is through social media and also through word-of-mouth communication with the aim of developing this resort business.

In the affective component of the attitude according to Crutchfield & Ballachey (Ramenusa & Kedale, 2021), the affective component concerns the subjective emotional feeling of a person towards an object of attitude. Emotional feelings can be both negative emotions as well as positive emotions. In these cases, the affective component that influences the attitude of the subject begins with negative emotions. The negative emotions that can be seen are that the subject experiences frustration due to the Poso conflict. The conflict not only affects the mentality of the Poso people but also on the business conditions of the subjects that must be

closed. Therefore, the subject and family also experienced trauma after the Poso conflict. But the subject realizes that it will not always continue to be in a state of decline.

Seeing that the condition has gradually recovered, the subject has the initiative to bounce back and restore the economic condition of his family. This can be part of the attitudinal component that is cognitive according to Crutchfield & Ballachey. The cognitive component is a representation of what the individual who owns the attitude believes which refers to a *stereotyped* belief that the individual has about something that can be equated to handling (opinion) especially when it comes to a controversial issue or issue. The cognitive component of the subject can be seen from the self-confidence of the subject when facing a post-conflict situation, the subject takes the initiative and seeks to get up and restore their economy. The idea arose to build a resort on the outskirts of Lake Poso. The idea was inspired when the subject with family was on vacation in Bali. Even so, at first, the subject had doubts because the area where he was going to build the resort was a former area of humanitarian conflict. It is undeniable that the fear of visitors being reluctant to come to the place of the former conflict is also what makes the subject doubtful. However, part of the cognitive component of the subject has confidence or optimism after the subject shares with colleagues and also his family.

The latter component of attitude according to Crutchfield & Ballachey is the conative component. The conative component is the component that deals with the tendency to act on the object. This component indicates the intensity of the attitude, such as the magnitude of the tendency to act or behave a person towards the object of the attitude. In this case, the conative component of the subject can be seen from his actions opening the resort for the first time at the end of 2019. To strive so that visitors do not hesitate in visiting their resorts, the subject makes interesting innovations in his resorts. Various facilities such as bedrooms, swimming pools, restaurants, and also water activities such as banana boats, *and speed boats* on the lake make the resort even more interesting to visit. The promotion is also carried out continuously through social media as well as word of mouth. All of this is expected to revive the tourism industry in Poso after the conflict.

CONCLUSION

The humanitarian tragedy that occurred in the city of Poso, Central Sulawesi, had an impact on the paralysis of the tourism industry which is the main economic sector of the people of Poso city. Not only that, this tragedy made so many people reluctant to come to the city because the story of the tragedy that occurred 20 years ago was firmly attached to a stigma against the city as a city that was considered 'unsafe or dangerous' and the conditions at the beginning of the event had an impact on the high level of frustration and trauma experienced by the people in the city of Poso.

However, gradually the city of Poso recovered and rose from trauma and frustration. It will take time for the activities in the city to fully recover. In the process of post-conflict rehabilitation and reconstruction, management in the tourism sector is integrated for the restoration of the city's image. This has a positive effect on efforts to restore the image of the city of Poso as one of the *prima donnas* of Central Sulawesi tourism and at the same time tourism that rises to become a "space" for trauma recovery and frustration for the people of Poso City, especially for business actors. Beyond that, this recovery process has a positive influence on business actors to rediscover opportunities and generate inspiration and strategies

for them to rise up and contribute to restoring the image of Poso city through the tourism sector. Tourism as a form of trauma recovery effort that erodes the negative stereotypes of the image of the city of Poso.

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