



# Study and analysis of Management of the Tinggi Hari Megalith Tourist Attraction

(A case Study of Community Behavior in Simpurn Village, Gumay Ulu District Lahat Regency, South  
Sumatra Province)

Aditya Kusuma<sup>1</sup>, Bonaventura Ngarawula<sup>2</sup> & Sukardi<sup>3</sup>

University of Merdeka Malang,  
Indonesia

---

## ABSTRACT

*This research aims to analyze community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpurn Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, and analyze the driving factors and inhibiting factors in managing the Tinggi Hari Megalith tourist attraction in Simpurn Village, Gumay Ulu District, Lahat Regency, Sumatra Province. South. In this research, researchers used qualitative research with descriptive methods. In analyzing the results of the data that researchers obtained in the field regarding community behavior in Simpurn Village, Gumay Ulu District, Lahat Regency, South Sumatra Province in managing the Tinggi Hari Megalith tourist attraction, researchers used several stages, namely activities in data analysis including: Data Collection, Data Condensation, Data Display and Conclusion Drawing/Verifications. Based on the results of data analysis and theory, it was found that the norms and attitudes of the Simpurn Village community influenced their behavior in managing this tourist attraction, with beliefs and evaluation of daily behavior as well as motivation to progress as supporting factors. The norms and beliefs held by the community influence their behavior in managing the Tinggi Hari Megalith Tourist Attraction. The people of Simpurn Village have great motivation to increase their knowledge and welfare. However, the lack of tourists and lack of community empowerment in managing this tourist attraction, which is still managed by the Lahat Regency Culture and Tourism Office under the authority of the Jambi Regional Cultural Heritage Center, are the main obstacles. Driving factors in managing this tourist attraction include the existence of the Tinggi Hari Megalith, natural resources for making souvenirs, the friendliness of the population, and motivation to prosper, which is supported by related parties. However, inhibiting factors such as lack of human resources, funds and management authority, coupled with the lack of government policies to facilitate infrastructure and rumors of security disturbances, are still challenges. This research concludes that even though the community has great potential and motivation, various obstacles still hinder the optimization of management of the Tinggi Hari Megalith Tourist Attraction.*

**Key Words:** Community Behavior, Economic growth, Tourist Attractions.

---

## 1. INTRODUCTION

Indonesia has a tourism sector that is well known internationally and based on this, this tourism sector has attracted many foreign tourist arrivals. Judging from its existence, tourism in Indonesia is a variety of activities carried out in the tourism sector and the implementation process is supported by various facilities and services that have been provided by both the community and entrepreneurs, the central government and governments in their respective regions.

Tourism can also be interpreted as the totality of various activities related to the tourism sector and can also be multidimensional and multidisciplinary and can emerge as a manifestation of the needs of each person and country, as well as a process of interaction between tourists and the local community and among tourists. central government and regional governments as well as entrepreneurs.

When viewed from the perspective of rights, in Law Number 10 of 2009 concerning tourism mentioned that : Every person has the right to have the opportunity to fulfill their tourism needs, carry out business in the tourism

sector, can become a tourism worker or laborer and can play a role in implementing the tourism development process. Likewise, every person or community in or around the tourism destination has priority rights to become a worker/laborer, consignor (entrust their merchandise) and in terms of management.

Likewise, every tourist who comes also has the right to obtain accurate information about the tourist attraction, receive tourism services in accordance with existing standards, obtain legal protection and security and health services, obtain personal rights protection and insurance for tourism activities that can poses a high risk. And don't forget that tourists who have physical limitations, children and the elderly, have the right to receive special facilities that suit their needs.

The megalith tradition is a custom or habit that exists in a place, in producing objects or buildings made of stone, and can be used in various activities related to various traditional ceremonies or burial events. The megaliths in the form of monumental buildings which are also produced by local people's handicrafts, are usually related to the community's efforts to maintain their honor and dignity, because they believe that the spirits of their deceased ancestors can still influence their daily lives. So by treating these spirits well through the creation of monumental buildings and special ceremonies, it is hoped that they will receive protection from their ancestors so that they can avoid danger and have abundant harvests.

If we look at its origins, the megalith tradition is said to originate from the Mediterranean region, because there are some schools who believe that this tradition originates from Egypt. However, there are also other schools which believe that this megalith tradition originates from the South China region and was spread by the Austronesians. Through the migration of Austronesian people during the farming era (Neolithic) and during the iron-bronze era, this megalith tradition spread to the areas through which it passed. These areas include Formosa, Japan, Malaysia, Taiwan, Indonesia, and even the Pacific Sea.

Judging from the form of its heritage, the megalith tradition can be divided into two parts, namely: Old Megalithic, which spread to Indonesia in the Neolithic era (2500-1500 BC) brought by supporters of the Square Ax Culture or Proto Malay sect whose buildings looked like menhirs, dolmens, terraced punden, static statues. Meanwhile, the Young Megalithic school spread to Indonesia allegedly in the Bronze Age (1000-100 BC) brought by supporters of the Dongson or Deutro Melayu culture, whose building forms included stone tombs, warugas, sarcophagi and dynamic statues.

We can find relics of the megalith tradition in Indonesia in various regions. These megalith remains have various shapes and sizes. Several of these megalith sites have distinctive characteristics, such as sarcophagi in Bali, warugas in North Sulawesi and dolmens from Sumba. Kalamba in Central Sulawesi, Pandusa in Bondowoso.

Based on their shape, megaliths in the form of monumental buildings include sarcophagi or stone tombs which are containers for burying bodies made of stone. Then the Menhir or upright stone is a natural stone that is formed to be used for purposes of worship or as a burial marker. Next is the Dolmen or stone table, which is a megalith relic and consists of a large stone supported by smaller stones for the legs. Meanwhile, Punden Berundak is a megalith in the form of steps, its function is as a means of worship for the spirits of their ancestors who are considered sacred.

Stone statues are stone carvings in the form of humans or animals which can be believed to be the shape or form of their ancestors. The Menhir statue is an anthropomorphic stone carving without legs consisting only of a head, neck and body. Furthermore, Areosali is a terrace which is usually used to decide a case or to ratify an applicable rule. Then Neogadi, which is a stone carving that resembles a round stone table, is usually used for dancers during traditional ceremonies. Next, Lasara is a stone carving that resembles the head of an imaginary animal which can be considered a protective animal for them.

According to data on tourism in Lahat Regency, it was reported that there are around 1,025 megalith works found in 44 sites in all corners of Lahat Regency and this is the largest number in Indonesia. This abundance of natural cultural wealth made Lahat Regency win the title "Land of a Thousand Megaliths" at the Indonesian Record Museum (Muri) in 2012.



**Figure 1. High Day Dolmen**

We can find some of the wealth of megaliths in Lahat Regency in the form of statues, menhir statues, menhirs, flat stones and dolmens. There are also those in the form of stone mortars, stone mortars, tetralites, or stone bracelets. Meanwhile, other forms of megaliths in Lahat Regency can also be found, such as stone chambers, paintings in stone chambers and also jars, some of which can be seen in the "Tinggi Hari" megalith complex in Simpung Village, Gumay Ulu District, Lahat Regency.



**Figure 2. Priest Statue**

In this decade, the management of the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, is still held by the Lahat Regency Tourism Office, so the community's role in managing it is still lacking and they tend to not care. The absence of tourism businesses from local residents, such as food businesses, accommodation and typical souvenirs from the area, which is very different from other tourist attractions in Lahat Regency, indicates that the empowerment program in the area has not been implemented well.

Unlike the Sindang Panjang Agrotourism location, Tanjung Sakti District, which is one of the other sub-districts in Lahat Regency. This tourist destination is equipped with various attractions and charms such as waterfalls, natural baths and views of agricultural land, rice fields and selfie spot installations on an area of 12 hectares, equipped with culinary spots, gazebos, souvenir spots and other facilities.

There needs to be more intensive attention from the Lahat Regency Government to the sustainability of this place, which can also be aimed at, if the potential for megalithic tourism in Lahat Regency can be explored, there will be many tourists visiting Lahat Regency, both locally and internationally. Apart from that, this activity can also provide increased income for the Lahat Regency Regional Government and can also potentially be a boost for the economic growth of the community in Lahat Regency.

As we can see, the attractiveness of a tourist attraction can be reflected in its unique characteristics as well as its own beauty and value, which can be in the form of a diversity of natural and cultural riches themselves, as well as products made by human hands which can be the target or goal of tourists' visits. . This can be an asset for the people of Simpung Village, Gumay Ulu District, Lahat Regency as an area that has a wealth of megaliths whose history is priceless.

The selection of a destination area for tourism, which is usually called a tourism destination, is a geographical area located in one or more administrative regions, which has tourist attractions, public facilities and tourism facilities, accessibility and community which are interrelated in completing the realization of tourism. This results in a tourism business that provides goods and/or services to meet the needs of tourists in carrying out the business, which is

supported by tourism entrepreneurs or people or groups of people who carry out activities in the tourism business. The above are factors that are not yet owned by the people of Simpung Village, Gumay Ulu District, Lahat Regency, so that the use of the "Tinggi Hari" megalith tourist attraction as the main tourism destination for tourists is an alternative that must be rethought.

The tourism businesses carried out may include tourism attractions and areas, transportation and travel services, food and beverage services as well as providing accommodation, organizing entertainment and recreation activities and also organizing meetings or incentive trips, conferences and exhibitions, information services and tourism consultant, tour guide services, water tourism and spa. These are efforts that can support increased promotion and management of the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, the implementation of which requires coordination and synergy from the parties involved.

Based on analysis of observations related to community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District in Lahat Regency, South Sumatra Province, it shows that: 1) In Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, the Tinggi Hari Megalith tourist attraction is now poorly maintained and even tends to give the impression of being abandoned. Even though this village has the largest number of megalith sites in Lahat Regency, which has great potential in increasing community empowerment in the fields socio-economic and cultural. 2) There are still encouraging and inhibiting factors that influence community behavior in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province in managing the Megalith Tinggi Hari tourist attraction.

There are hopes for this research as follows: 1) There is revitalization in the management of the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province so that it can increase community empowerment in the socio-economic and cultural fields. 2) There is action from the parties involved in overcoming the driving and inhibiting factors that influence community behavior in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province in managing the Tinggi Hari Megalith tourist attraction.

Research on community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District in Lahat Regency, South Sumatra Province is very important to carry out in the lives of the people of Lahat Regency, which aims to study increasing awareness of the community and related parties in Lahat Regency, regarding the importance of preserving existing tourism potentials, especially megaliths, so that they can overcome problems related to socio-economic and social security that are inherent in people's lives in Lahat Regency.

## **2. LITERATURE REVIEW**

### **2.1. Social Behavior Theory**

Hidayat (2015: 65) states that "Social behavior is an atmosphere of interdependence which is a necessity to guarantee human existence". Likewise, the theory put forward by Hanafie (2016: 28) states that "Human behavior is determined by the four powers that humans have, namely reason, feelings and emotions, will and fantasy, although in general human differences are determined by two factors, namely nature and environment. ". In this decade, the management of the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, is still held by the Lahat Regency Tourism Office, so the community's role in managing it is still lacking and they tend to not care. The absence of tourism businesses from local residents, such as food businesses, accommodation and typical souvenirs from the area, which is very different from other tourist attractions in Lahat Regency, indicates that the empowerment program in the area has not been implemented well. In line with the theory put forward by Fatmah (2014: 67) which states that "Behavior can be interpreted as a response of an organism or person to stimulation (stimulus) from outside the subject".

### **2.2. Public Policy Theory**

To create a public policy, steps and process stages are required that must be carried out by each policy maker or policy implementing actor. This is in accordance with the theory expressed by Dunn in Syafie (2010: 107) which states that: Public Policy is a series of interconnected choices made by government institutions or officials in areas involving government duties, such as defense and security, energy, health, education, community welfare, crime,

urban and others. In its implementation, the Lahat Regency Government also has the authority to prepare and determine a master plan for tourism development in Lahat Regency, including the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency by carrying out registration and registration, data collection, and registration of tourism businesses. and regulate the implementation and management of tourism in the region. In general, the policy process can be divided into the following five stages as stated by Hamdi (2015: 79) who states that "agenda setting, policy formulation, policy legitimacy, policy implementation and policy evaluation."

### **2.3. Cultural Theory**

The megalith tradition is a custom or habit that exists in a place, in producing objects or buildings made of stone, and can be used in various activities related to various traditional ceremonies or burial events. The megaliths in the form of monumental buildings which are also produced by local people's handicrafts, are usually related to the community's efforts to maintain their honor and dignity, because they believe that the spirits of their deceased ancestors can still influence their daily lives. So by treating these spirits well through the creation of monumental buildings and special ceremonies, it is hoped that they will receive protection from their ancestors so that they can avoid danger and have abundant harvests. As stated by Taylor in Herlina (2017: 63) who states that "Culture is a complex whole which contains knowledge, beliefs and artistic abilities, morals, law, customs and other abilities and habits that humans acquire as community members."

### **2.3. Tourism Theory**

The phenomenon of the development of the world of tourism in Indonesia in this era of globalization shows that many very significant changes have occurred in aspects of business and accommodation, both culinary and tourist attractions, which are supported by air transportation, land transportation and sea transportation, as well as the travel business and packages. tourism in a number of regions in Indonesia. Many experts interpret tourism, one of which is Chamdani (2018: 9) who states that "Tourism is a social activity". Meanwhile, Sedarmayanti, et al (2018: 2) interpret that "Tourism should mean trips made many times or in circles, from one place to another, which in English is called the word "tour", while in the plural meaning, the word "tourism" can be used the word "tourism" or "tourism".

Likewise, literally, in terms of consideration, according to Law Number 10 of 2009 which states that: The state of nature, flora and fauna as well as ancient heritage, historical heritage, art and culture owned by the Indonesian nation are resources and capital for tourism development to increase prosperity and well-being of the people, as contained in Pancasila and the Preamble to the 1945 Constitution of the Republic of Indonesia.

### **2.4. Community Empowerment Theory**

Tourist Destination Areas (DTW) are places where all tourism activities can be carried out with the availability of all tourist facilities and attractions for tourists. Tourists in carrying out their travel activities are stimulated or caused by the presence of "something interesting", which is commonly called a tourist attraction, which the place of visit has, either for business purposes or as a cruise destination, for example a tropical climate. warm, conducive economic climate for investment and other activities. In supporting the existence of tourist destinations, there need to be basic elements that must receive attention so that tourists can be calm, safe and comfortable visiting. All of this is very important in improving services for tourists so that tourists can stay longer in the areas they visit. Tourism Business. As stated by Sedarmayanti, et al (2017: 66) who stated that "Empowerment requires a lot of time, and will cause changes: What, why, where, when, who, how to change, what are the obstacles and how to overcome these obstacles".

### **2.5. Human Resources Theory**

Hierarchically, the development of a nation really requires basic assets called resources. These resources, which exist in humans, need to be empowered properly in line with the development of scientific and technological capabilities to digital, so the capabilities of human resources It is able to process more advanced things from the existence of natural resources as a whole. So that we can understand the truth of human resources, as Sutrisno (2013: 3) states that "Human resources are the only resources that have feelings, desires, skills, knowledge, encouragement, power and work (ratio , taste and intention)".

All of this is a potential that is permanently possessed which is able to influence the existence of the organization in achieving planned goals, therefore, as Sutrisno (2013: 3) states that "No matter how advanced technology, information development, availability of capital and adequate materials, without human resources it is difficult for the organization to achieve its goals."

**2.6. Management Theory**

If we look at the function of its relationship to the tourism sector, management of resources in a region can be divided into two types, including sectoral management and integrated management. Management can also be called management, as expressed by Hamali (2016: 2) who states that "Management comes from the English verb to manage, which means to manage, organize, implement and administer".

Sectoral planning and management of an area is usually related to one resource or ecosystem only, which is aimed at meeting certain final results (sectoral), for example fisheries, tourism, housing, industry, mining and others. In this case, cross-sector aspects and the impacts they cause are often overlooked and can sometimes kill other sectors. As stated by Sunyoto (2014: 230) that "Management is a process of planning, organizing, directing and supervising organizational activities in accordance with the resources it has to achieve predetermined goals".

**3. RESEARCH METHODS**

In this research, researchers used qualitative research with descriptive methods. This qualitative research was chosen because from the perspective of this research procedure it can produce descriptive data, in the form of written and oral data from the sample informants the researcher chose.

The focus in this research is as follows:

- 1) Community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpur Village, Gumay Ulu District, Lahat Regency, South Sumatra Province

**Table 2. Dimensions and Categories of Community Behavior**

No.	Dimensions	Category
a.	Norm	1. Trust 2. Behavior Evaluation
b.	Attitude	1. Motivation 2. Consequence

Source: Reason Action Theory (Fishbein and Ajzen), Fatmah (2014: 72)

- 2. Driving factors and inhibiting factors in managing the Tinggi Hari Megalith tourist attraction in Simpur Village, Gumay Ulu District, Lahat Regency, South Sumatra Province.

**Table 2. Dimensions and Categories of Encouraging Factors and Inhibiting Factors**

No	Dimensions	Category
a.	Driving Factors	1. Internal 2. External
b.	Obstacle factor	1. Internal 2. External

Source: Reason Action Theory (Fishbein and Ajzen), Fatmah (2014: 72)

The identities of the sample informants taken in the research can be seen as described in the table below:

**Table 3. Research Informant Data**

No.	Location	Position	Amount
1.	Simpur Village, Gumay Ulu District, Lahat Regency	Village head	1 person
		Chairman of the Youth Organization	1 person
		Public figure	1 person
		Religious leaders	1 person
		Chairman of the Village PKK	1 person
2.	Policy Holders	Head of Gumay Ulu District	1 person
		Head of the Lahat Regency Culture and Tourism Service	1 person
		Head of the Lahat Regency Community and Village Empowerment Service	
Total			8 people

Informants in this study used sample informants, namely people who were selected and responsible for the process of managing the Tinggi Hari Megalith tourist attraction, in Simpung Village, Gumay Ulu District, Lahat Regency, based on the reason that they were people who were directly involved in the implementation of these activities. , both in terms of planning, organizing, implementing, monitoring and evaluating in the management of the Megalith Tinggi Hari tourist attraction.

In this research, analysis was carried out throughout the research. Qualitative research data includes statements and nonverbal actions that can be recorded through sentence descriptions which will be analyzed according to the grouping of dimensions and indicators until they match what is desired. According to Miles, Huberman and Saldana (2014: 33) who state that "In qualitative data analysis there are three streams of activities that occur simultaneously, namely Data Condensation, Data Display and Conclusions Drawing". Likewise, in analyzing the results of data that researchers obtained in the field regarding community behavior in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province in managing the Tinggi Hari Megalith tourist attraction, researchers used several stages, namely activities in data analysis including: Data Collection, Data Condensation, Data Display and Conclusion Drawing/Verifications.

## 4. DISCUSSION

### 4.1. Community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province

#### a. Norm

Based on the dimensional conclusions from the results of data collection regarding community behavioral norms in managing the Tinggi Hari Megalith Tourist Attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, it is explained that The norms and beliefs in Simpung Village have adhered to Islamic teachings and no longer worship the Tinggi Hari Megalith, however the behavior of the people in Simpung Village still adheres to a traditional system influenced by customs that have been passed down from generation to generation, but remains open to accepting knowledge or technology. new. In accordance with the theory put forward by Maryunani (2013: 24) which states that "Behavior is the actions/actions and words of a person whose nature can be observed, described and recorded by other people or the person who does it".

By looking at these natural assets and historical heritage, it can be said that Lahat Regency is "Heaven" for the island of Sumatra. However, as time goes by, many obstacles are still found in implementing these cultural preservation activities, such as to date there are still many megaliths that have not been well preserved and their locations are still scattered in several places, including in the yards of houses belonging to a number of inhabitant. Not to mention that some of these cultural heritages have been lost or their forms have been damaged, this also happened in Simpung Village. Sulzer, Azaroff and Mayer in Fatmah (2014: 71) put forward the ABC Theory which explains that "Behavior is a process and at the same time the result of interactions between Antecedent-Behavior-Consequences". In this theory, an antecedent can be interpreted as a trigger that can cause someone to behave as a result of events around us. Antecedents can be natural things, such as rain, weather or wind, while man-made ones are interactions or communication with other people. Meanwhile, behavior is behavior or actions carried out towards antecedents or triggers that originate from our environment. Consequences are subsequent events that can follow the behavior or action. These consequences can be positive (accept) which means you can repeat the behavior or negative (reject) which means you will not repeat the behavior.

The Tinggi Hari Megalith has a uniqueness and dynamism that is not found in other places, among other things, when viewed from the direction it is facing, the statues are all facing towards Mount Dempo and have a fat and chubby shape. Most of the statues are in a bent position as if they are worshipping, wearing a hat, eyes bulging and sometimes hugging an animal. There are also statues that resemble animals such as elephants, tigers, snakes, buffalo, pigs and others, thus illustrating that the creativity of the sculptors is high compared to other places. As stated by Koentjara ningrat in Hidayat (2015: 84) who states that "There are seven elements of culture that can be found in all nations in the world which constitute universal culture, namely language, knowledge systems, social organization and kinship, systems of living equipment or technology, livelihood systems, religious and health systems".

Likewise, the behavior of a human will not appear by itself without the influence of the stimulus he receives, whether from stimulus that can be external or internal, this also happens in Simpung Village. According to Notoadmojo (2012: 11) "Traditional ways of discovering knowledge are by trial and error, power and authority, based on personal experience and through thought."

The presence of several megaliths in Simpung Village in the form of stone mortars for pounding grain, can illustrate that at that time, civilization in Lahat Regency was already quite high and certain sites in Lahat Regency were no less great than the sites in Lahat Regency. abroad such as in France, Carnac or in England Stonehenge. Like the theory put forward by Lowie in Hidayat (2015: 81) which states that "Culture is everything that an individual obtains from society including beliefs, customs, artistic norms, eating habits and skills that are acquired not from his own creativity, but rather a legacy of the past obtained through formal or informal education."

Judging from the shape of the remains, the megalith tradition in Lahat Regency can be categorized as following the Old Megalithic pattern where the buildings are shaped like menhirs and dolmens. However, looking at the development of their sculptural forms, these megaliths have also transitioned to follow the Young Megalithic school, which was brought by supporters of the Dongson or Deutro Melayu culture school, whose building forms are dynamic statues. This is confirmed by the language used by native people in Lahat Regency who use Malay in carrying out their daily lives, as well as in Simpung Village. Like the theory put forward by Helina (2017: 68) which states that "Culture is displayed in various patterns of behavior that are associated with certain community groups, customs or community life."

However, in several sub-districts in Lahat Regency, including in Simpung Village, there are several community groups who believe that megaliths in the shape of humans or animals are the embodiment of creatures cursed by a powerful legendary warrior nicknamed "The Pahit Tongue". According to stories passed down from generation to generation and circulating in the lives of the people of Lahat Regency, that when a person or animal makes a mistake or makes the warrior angry and makes an oath, the person or animal will become stone. Like the theory put forward by Soekmono in Hidayat (2015: 81) which formulates that "Culture is the entire result of human effort, whether in the form of objects or just thoughts".



But after the spread of Islam in Lahat Regency, the ritual behavior of worshiping ancestral spirits through the medium of megaliths was gradually abandoned. So these megaliths function only as tourist attractions, this also happens at the "Tinggi Hari" tourist attraction located in Simpung Village, Gumay Ulu District, Lahat Regency.. As the theory put forward by Hanafie (2016: 33) states that "Culture is a compilation or intertwining that regulates knowledge, belief, art, morals, law, customs and other abilities and habits acquired by humans as members of society"

In the integration of the tourism sector between the regional and central governments in South Sumatra which moves from villages, sub-districts and districts. The Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province as a tourist attraction that can be developed on the other hand, is a tourist asset in Lahat Regency, which can promote various regional cultures with diversity that can be presented at banquets, matches and/or other regional festivals leading to national and international events. Likewise with other considerations, Law Number 10 of 2009 concerning Tourism states the following:

(a). Tourism is an integral part of national development which is carried out in a systematic, planned, integrated, sustainable and responsible manner while still providing protection for religious values, culture that lives in society, environmental sustainability and quality, as well as national interests. (b). Tourism development is needed to encourage equal distribution of business opportunities and obtain benefits and to be able to face the challenges of changes in local, national and global life.

Based on the discussion regarding the dimensions of community behavioral norms in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, the following findings were formulated:

**Finding 1:** The norms and beliefs in Simpung Village have adhered to Islamic teachings and no longer worship the Tinggi Hari Megalith, but the behavior of the people in Simpung Village still adheres to a traditional system which is influenced by customs that have existed for generations, but remains open to receiving knowledge or technology. new.

Based on finding 1, we obtain the following formulation of proposition 1:

**Proposition 1:** The norms and beliefs held influence behaviorcommunity in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province.

## **b. Attitude**

Based on the conclusions of the attitude dimension in collecting data on community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, it was found that the motivation of the Simpung Village community was very large to increase their knowledge and welfare. However, with the lack of tourists coming to the Tinggi Hari Megalith Complex, they are unable to carry out their hopes by facilitating the mobility of tourists visiting the Tinggi Hari Megalith Complex area.

In this decade, the management of the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, is still held by the Lahat Regency Tourism Office, so the community's role in managing it is still lacking and they tend to not care. The absence of tourism businesses from local residents, such as food businesses, accommodation and typical souvenirs from the area, which is very different from other tourist attractions in Lahat Regency, indicates that the empowerment program in the area has not been implemented well. In line with the theory put forward by Fatmah (2014: 67) which states that "Behavior can be interpreted as a response of an organism or person to stimulation (stimulus) from outside the subject".

In human life in society, there is always harmony between individuals through the process of socialization towards relationships that influence each other and need each other. The tourism businesses carried out may include tourism attractions and areas, transportation and travel services, food and beverage services as well as providing accommodation, organizing entertainment and recreation activities and also organizing meetings or incentive trips, conferences and exhibitions, information services and tourism consultant, tour guide services, water tourism and spa. These are efforts that can support increased promotion and management of the "Tinggi Hari" megalith tourist

attraction in Simpung Village, Gumay Ulu District, Lahat Regency, the implementation of which requires coordination and synergy from the parties involved. Like the theory presented by Rogers in Fatmah (2014: 70) which states that:

Before a person adopts a new behavior (new behavior), a sequential process occurs within the person, namely: (1). Awareness, where the person is aware, in the sense of knowing in advance about the stimulus (object). (2). Interest (feeling interested) in the stimulus or object. Here, attitudes have begun to grow. (3). Evaluation (considering) whether or not the stimulus is good for him. This means that the respondent's attitude is even better. (4). Trial, where the subject has started trying to do something according to what the stimulus wants (5). Adoption, where the subject has new behavior in accordance with his knowledge, awareness and attitude towards the stimulus.

In this era, local tourist visits to Lahat Regency have increased quite a bit, but the numbers for foreign tourists are still low. Despite the existing problems, even though it has received an award from the Indonesian Record Museum (MURI) as "Land of a Thousand Megaliths" in 2012, there have been no clear steps from the Lahat Regency Government or the community around the location to make this a cultural heritage site. Fatmah (2014: 82) said that "In general, efforts to change behavior can be classified into three types of methods, namely using power/strength, providing information as well as discussion and participation".

There needs to be more intensive attention from the Lahat Regency Government towards the sustainability of this place, which can also be aimed at, if the potential for megalithic tourism in Lahat Regency can be explored, there will be many tourists visiting Lahat Regency, both locally and internationally. Apart from that, this activity can also provide increased income for the Lahat Regency Regional Government and can also potentially be a boost for the economic growth of the community in Lahat Regency. As for the theory put forward by Herbert Simon regarding the Theory of Bounded Rationality, as in Pieter (2011: 279) which states, among other things, that:

Decision-making behavior can be described as rational and maximal, but limited in that the decision maker ends up with minimal satisfaction, because he does not have the ability to maximize. This is because information is imperfect, there are time and cost constraints, alternative offers are less favorable and the effects of environmental forces cannot be ignored.

Tourist Destination Areas (DTW) are places where all tourism activities can be carried out with the availability of all tourist facilities and attractions for tourists. Tourists in carrying out their travel activities are stimulated or caused by the presence of "something interesting", which is commonly called a tourist attraction, which the place of visit has, either for business purposes or as a cruise destination, for example a tropical climate. warm, conducive economic climate for investment and other activities. In supporting the existence of tourist destinations, there need to be basic elements that must receive attention so that tourists can be calm, safe and comfortable visiting. All of this is very important in improving services for tourists so that tourists can stay longer in the areas they visit. Tourism Business. As stated by Sedarmayanti, et al (2017: 66) who stated that "Empowerment requires a lot of time, and will cause changes: What, why, where, when, who, how to change, what are the obstacles and how to overcome these obstacles".

When viewed in terms of its objectives, tourism is expected to increase economic growth and improve the welfare of local people, eradicate poverty and overcome unemployment and preserve nature, the environment and its resources, by advancing culture, to elevate the nation's image and foster a sense of love for the homeland and strengthen identity. self and national unity and also strengthen friendship between nations in the world. For the problems with the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, this still needs to be supported through policies issued by stakeholders that support improving management and empowerment of communities around the location of the tourist attraction. As emphasized by Sedarmayanti, et al (2017: 66) who state that "Empowerment is a process that requires comprehensive planning, in-depth thinking about monitoring mechanisms and continuous improvement".

The involvement of the community, local leaders and government is able to support the creativity of community activities which can be directly felt, the benefits of which are opening up job opportunities and tourism service businesses which in turn will be able to increase community income. Talking about the tourist environment in building togetherness can be observed as a comparison of the progress of building togetherness which is packaged as an event

of traditional ways of life presented at the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, as a special interest tourist attraction. Sumodiningrat in Sulistiani (2004: 78-79) states that:

Empowerment is actually a term that is unique to Indonesia rather than the West. In the west the term is translated as empowerment and the term is correct but not precise. What we mean by empowerment is giving "power" rather than "power" rather than "empowerment" itself. Perhaps the most appropriate term is "energize" or say giving "energy". Empowerment is giving energy so that the person concerned is able to move independently.

In tourism development, the government makes various statutory regulations and regional regulations, in other words, to promote tourism in Lahat Regency, the equipment (infrastructure and facilities) should have been prepared. In this way, food and drinks and souvenirs are ready to be served in every corner of the village by the Simpung Village Government, Gumay Ulu District, Lahat Regency, South Sumatra Province by utilizing local community empowerment strategies, Sudarmanto et al (2020: 21) state that:

Community empowerment is an effort to increase the honor and dignity of certain groups of citizens who are in conditions of poverty and underdevelopment. This effort is intended to build people's capabilities by encouraging, motivating and raising their awareness, as well as developing their potential.

These resources and capital need to be utilized optimally through the implementation of tourism which is aimed at increasing national income, expanding and equalizing business and employment opportunities, encouraging regional development, introducing and utilizing tourist attractions and destinations in Indonesia, as well as fostering a sense of love for the homeland and strengthening friendship between nations. This also includes the management of the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province. As stated by Maryunani (2013: 12) who states that "Empowerment is the process of providing information to individuals, families or groups (targets) continuously and continuously following target developments, as well as the process of helping targets, so that changes in targets occur."

In managing the Tinggi Hari Tourist Attraction, the Simpung Village Government can collaborate with the Lahat Regency Tourism Office, in maintaining the public facilities or infrastructure at the tourist attraction, which seems to be less of a focus for the government to make it more comfortable, the cleanliness factor is still is the main role that must be re-addressed and there are still several obstacles that make the implementation of this natural tourism less than perfect, so that the Government of Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, is expected to be able to consistently improve this tourism object, so that it can become a Village APB income facility. As stated by Hidayat & Surochiem in Isdarmanto (2017: 141) stated that:

Based on the discussion regarding the dimensions of community attitudes and behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, the following findings were formulated:

**Finding 1 :** The motivation of the people of Simpung Village is very large to increase their knowledge and welfare. However, with few tourists coming to the Tinggi Hari Megalith Complex, they cannot do this.

**Finding 2 :** Community empowerment has not been implemented in the management of the Tinggi Hari Megalith Tourist Attraction which is still held by Lahat Regency Tourism Service.

Based on finding 1, we obtain the following formulation of proposition 2:

**Proposition 2:** MotivationThe people of Simpung Village are very eager to increase their knowledge and welfare, but with the lack of tourists coming to the Tinggi Hari Megalith Complex and the lack of community empowerment in the management of the Tinggi Hari Megalith Tourist Attraction which is still held by the Lahat Regency Tourism Service, this has not been implemented.

#### **4.2. Driving factors and inhibiting factors in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province.**

**a. Driving Factors**

Based on the conclusions of the dimensions of the driving factors in Community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province shows that the existence of the Tinggi Hari Megalith and natural resources in the form of basic materials for making souvenirs, both snacks and other works of art, the friendliness of the population and motivation to do more. prosperity and support from related parties are the driving factors for the people of Simpung Village to manage the Tinggi Hari Megalith Tourist Attraction.

In its implementation, the Lahat Regency Government also has the authority to prepare and determine a master plan for tourism development in Lahat Regency, including the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency by carrying out registration and registration, data collection, and registration of tourism businesses. and regulate the implementation and management of tourism in the region. In general, the policy process can be divided into the following five stages as stated by Hamdi (2015: 79) who states that "agenda setting), alternative policy formulation, policy legitimacy), implementation or policy (policy implementation) and policy assessment or evaluation (policy evaluation)"

The Lahat Regency Government is also obliged to facilitate and promote existing tourism destinations and tourism products by facilitating the development of new tourist attractions and organizing tourism training and research within the scope of Lahat Regency, by maintaining and preserving tourist attractions in its area and providing guidance to people who are aware of tourism and allocating a budget for tourism in Lahat Regency, including the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency. As the theory put forward by Winarno (2014: 22) states that "Public policy is a series of instructions from decision makers to policy implementers that explain the goals and ways to achieve these goals".

Management of funds for tourism is carried out based on the principles of justice and efficiency, transparency and public accountability. So the Regional Government of Lahat Regency must also allocate a portion of the income obtained from organizing tourism for the purposes of preserving nature and culture and must also provide funding opportunities for micro and small businesses in the tourism sector. Literally, in terms of considerations, according to Law Number 10 of 2009 which states that:

The natural conditions, flora and fauna as well as ancient heritage, historical heritage, arts and culture owned by the Indonesian people are resources and capital for tourism development to increase the prosperity and welfare of the people, as contained in Pancasila and the Preamble to the 1945 Constitution of the Republic of Indonesia.

The Central Government and Regional Governments are obliged to provide information about tourism, legal protection, as well as security and safety for tourists, to help create a climate that is conducive to the development of tourism businesses, which includes opening up equal opportunities in doing business, facilitating and providing legal certainty, maintaining and developing and preserving national assets, which are attractions for tourism and untapped potential assets as well as supervising and controlling tourism activities, in order to prevent and overcome various negative impacts on the wider community. Management of funds for tourism is carried out based on the principle of justice. and efficiency, transparency and public accountability. So the Regional Government of Lahat Regency must also allocate a portion of the income obtained from organizing tourism for the purposes of preserving nature and culture and must also provide funding opportunities for micro and small businesses in the tourism sector. As stated by Winarno (2014: 88) who states that "Action on a problem will only occur if the problem is submitted to a government agency with the authority to take appropriate action".

The phenomenon of the development of the world of tourism in Indonesia in this era of globalization shows that many very significant changes have occurred in aspects of business and accommodation, both culinary and tourist attractions, which are supported by air transportation, land transportation and sea transportation, as well as the travel business and packages. tourism in a number of regions in Indonesia. Many experts interpret tourism, one of which is Chamdani (2018: 9) who states that "Tourism is a social activity". Meanwhile, Sedarmayanti, et al (2018: 2) interpret that "Tourism should mean trips made many times or in circles, from one place to another, which in English is called the word "tour", while in the plural meaning, the word "tourism " can be used the word "tourism" or "tourism".

In this decade, the management of the "Tinggi Hari" megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, is still held by the Lahat Regency Tourism Office, so the community's role in managing it is still lacking and they tend to not care. The absence of tourism businesses from local residents, such as food businesses, accommodation and typical souvenirs from the area, which is very different from other tourist attractions in Lahat Regency, indicates that the empowerment program in the area has not been implemented well. Hunziger and Krapf in Isdarmanto (2017:3) state that "Tourism is the entire network and symptoms related to the stay of foreigners in a place on the condition that the person does not carry out an important job (Major Activity) which provides permanent benefits. or temporary."

When viewed in terms of its objectives, tourism is expected to increase economic growth and improve the welfare of local people, eradicate poverty and overcome unemployment and preserve nature, the environment and its resources, by advancing culture, to elevate the nation's image and foster a sense of love for the homeland and strengthen identity. self and national unity and also strengthen friendship between nations in the world. Unlike the Sindang Panjang Agrotourism location, Tanjung Sakti District, which is one of the other sub-districts in Lahat Regency. This tourist destination is equipped with various attractions and charms such as waterfalls, natural baths and views of agricultural land, rice fields and selfie spot installations on an area of 12 hectares, equipped with culinary spots, gazebos, souvenir spots and other facilities. Studying this matter, Isdarmanto (2017: 137) stated that:

From a geographical perspective, Lahat Regency is located in the Bukit Barisan cluster on Sumatra Island. This district, which is nicknamed "Earth Seganti Sengguan", has a beautiful panorama and is rich in famous historical relics such as megaliths and Dutch heritage, so this makes it an attraction in itself for Lahat Regency. As described by Suastika (2017: 98) that:

Generally, the attractiveness of a tourist attraction is based on: (1). The existence of resources that can create a feeling of joy, beauty, comfort and cleanliness. (2). There is high accessibility to be able to visit it. (3). There are special features/supporting infrastructure to serve the tourists who attend. (4). There are supporting facilities/infrastructure to serve the tourists who attend. (5). It has a high tourist attraction because it has special value in the form of artistic attractions, natural beauty, traditional ceremonies, noble values contained in an object created by humans in the past.

According to data on tourism in Lahat Regency, it was reported that there are around 1,025 megalith works found in 44 sites in all corners of Lahat Regency and this is the largest number in Indonesia. This abundance of natural cultural wealth made Lahat Regency win the title "Land of a Thousand Megaliths" at the Indonesian Record Museum (MURI) in 2012. As stated by Suastika (2017: 99) who states that: An area is said to have a tourist attraction if it has the following characteristics: (1). Uniqueness, for example: stone roasting (in Papua Province), a traditional cooking method ranging from the ceremony of slaughtering animals (pigs) to burning meat, vegetables and tubers/taro which are husked in a hole, covered with stones and then burned, as well as the unique way of eating this dish. (2). Authenticity, nature and customs are carried out every day, for example in clothing and family life where a woman prioritizes carrying a pig which she considers more valuable than carrying her own child. (3). Rare, difficult to find in other regions/countries. (4). Foster enthusiasm and provide value for tourists.

Based on the discussion regarding the dimensions of driving factors in community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, the following findings were formulated:

**Finding 1** : There are the Tinggi Hari Megaliths and natural resources in the form of basic materials for making souvenirs, both snacks and other works of art.

**Finding 2** : The friendliness of the population and motivation to be more prosperous

**Finding 3** : There is support from related parties

Based on findings 1, 2 and 3, the following formula for Proposition 3 is obtained:

**Proposition 3:** The existence of the Tinggi Hari Megalith and natural resources in the form of basic materials for making souvenirs, both snacks and other works of art, coupled with the friendliness of the residents and

motivation to be more prosperous and supported by related parties regarding the Tinggi Hari Megalith are the driving factors for the Simpung Village community to manage the Tourist Attraction High Day Megaliths.

#### **b. Obstacle factor**

Based on the conclusions on the dimensions of inhibiting factors in community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, it was found that there were internal obstacles in the form of human resources and funds that were still lacking and there were external obstacles, namely because the authority to manage the Tinggi Hari Megalith Tourist Attraction was still limited. The Jambi Regional Cultural Heritage Center has limited the Lahat Regency Government's policy to facilitate road infrastructure and other infrastructure, coupled with rumors of security disturbances in the form of robbers and jumping squirrels.

In this modern era, there are increasingly complex problems faced by the government caused by multidimensional crises, so that this results in problems in all walks of life of the community, including the community around the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, Sumatra Province South. In fact, many objects can be built with the cooperation of the Lahat Regency Government, which is directed towards permanent management with regional regulations and regional head regulations in stages regarding tourism management. The desired target is that this megalith tourist destination can and is capable of displaying typical food and drink offerings, as well as cultural treasures in community and regional-style eating and drinking events and attractions by empowering their customs, culture and religion as well as cultural education as per customary considerations stated as follows : (a). Lahat Regency is one of the tourist destinations in Indonesia, so the Lahat Regency Government and all stakeholders can prepare tourism facilities and facilities. (b). In order to provide security and comfortable services to the community and tourists who visit to enjoy megalith tourism, it is necessary to organize tourism by empowering the surrounding community. (c). The central government and regional governments, the tourism business world and society are obliged to ensure that travel as a right of every person can be upheld so as to support the achievement of increasing human dignity, increasing prosperity, and friendship between nations in the context of realizing world peace.

With problems that are so complex and require quick and comprehensive attention and handling, the government needs a policy that can be used as a tool to help them solve the problems that occur in people's lives. To create a public policy, steps and process stages are required that must be carried out by each policy maker or policy implementing actor. This is in accordance with the theory expressed by Dunn in Syafii (2010: 107) which states that: Public Policy is a series of interconnected choices made by government institutions or officials in areas involving government duties, such as defense and security, energy, health, education, community welfare, crime, urban and others.

The unstable social and security conditions of the community have caused local and foreign tourists to think twice about choosing to vacation in Lahat Regency even though its natural tourism resources are abundant and very beautiful. Lahat Regency, which has been famous for its "Loncat Squirrels" and "Begals" for decades, is an obstacle that has played a major role in reducing interest in visiting tourists. Like the theory put forward by Koentjaraningrat in Hidayat (2015: 82) which states that "Culture takes the form of three forms of culture, namely the form of culture as a complex of ideas, values, norms and regulations".

The Central Government and Regional Governments are obliged to develop and provide protection for businesses in the tourism sector, both micro, medium and cooperative scale, this also takes place in Lahat Regency. These activities are carried out by making policies regarding tourism business reserves, for these businesses, both micro, small, medium and cooperatives and can facilitate partnership activities for micro, small, medium and cooperative businesses with large-scale businesses. Prosser in Suastika (2017: 29-30) divides the tourism system into 4 subsystems, namely "Tourism market, information, promotion and guidance, tourist destination environment and transportation and communication. Prosser further said that the tourism market is closely related to location characteristics, cultural patterns, demand, spending capacity and season."

According to Ryan in Suastika (2017: 64) explains the motivating factors for someone to travel, including the following: (a). Escape. Want to escape from an environment that feels boring or boring from daily work. (b). Relaxation. The desire for refreshment is also related to the motivation to escape. (c). Play. Want to enjoy the fun, through various games which are a reappearance of childishness and escape for a moment from various serious matters. (d). Strengthening family bonds. Want to strengthen kinship relations. This closeness of kinship also occurs between family members who travel together, because togetherness is very difficult to obtain in the daily work atmosphere in industrialized countries. (e). Prestige. To show prestige, by visiting destinations that show class and lifestyle, which is also an encouragement to increase social status or rank. (f). Social interaction. To be able to have social interactions with colleagues or with the local community visited. (g). Romance. The desire to meet people who can provide a romantic atmosphere or to fulfill sexual needs, especially in sex tourism. (h). Educational opportunity. The desire to see something new, learn about other people and/or other regions or know other ethnic cultures. This is the dominant driver in tourism. (i). Self-fulfillment. The desire to find oneself, because oneself can usually be found when we discover new areas or people. (j). Wish-fulfillment. The desire to realize long-cherished dreams leads to sacrificing oneself by saving money, so that one can travel.

In its implementation, the Regency/City Government, including the Lahat Regency Government, also has the authority to prepare and determine a master plan for tourism development in the regency/city by determining the regency/city tourism destination, determining the tourist attractions of the regency/city, by carrying out registration and recording, collecting data on tourism business registration and organizing and managing tourism in the region, facilitating and promoting tourism destinations and tourism products in the region by facilitating the development of new tourist attractions and organizing tourism training and research within the district/city scope, by maintaining and preserving tourist attractions in the region and providing guidance to people who are aware of tourism and allocating a budget for tourism in the region. In accordance with the theory put forward by Chamdani (2018: 5) which states that "integration of regional planning and management includes four aspects, including: (1). Regional/ecological integration. (2). Sector integration. (3). Disciplinary integration. And (4). Stakeholder integration".

Products and services and tourism business management must have business standards. Business standards are provided through business certification carried out by independent institutions which are also authorized in accordance with the provisions of statutory regulations. Tourism funding can be a joint responsibility between the central government and regional governments, entrepreneurs and the community. This is highly expected in the management of Hari Tinggi Megalith Tourism in Simpung Village, Gumay Ulu District, Lahat Regency. Isdarmanto (2017:50-51) states that: This infrastructure includes: (a). Transportation: roads, railways, air and sea ports, terminals. (b). Power generation installations for lighting and other technological needs and clean water installations, which are really needed by tourists. (c). Communication tools and telecommunications systems, including telephone, telegraph, radio, television, post office, WiFi, video and IT networking. (d). Health services, including clinics, health centers, emergency rooms, laboratories, etc. (e). Security services include security posts guarding tourist attractions and police posts (tourism police) to maintain security around tourist attractions. (f). Tourist services are in the form of information centers or tour guide offices. (g). Gas stations and so on.

Based on the discussion regarding the dimensions of inhibiting factors in community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpung Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, the following findings were formulated:

**Finding 1** : There are internal obstacles in the form of insufficient human resources and funds.

**Finding 2** : The existence of external obstacles, namely because the authority to manage the Tinggi Hari Megalith Tourist Object still passes through the Jambi Regional Cultural Heritage Center, resulting in a lack of Lahat Regency Government policy to facilitate road infrastructure and other infrastructure.

**Finding 3** : Rumors of security disturbances in the form of robbers and jumping squirrels.

Based on findings 1, 2 and 3 on the dimensions of inhibiting factors, proposition 4 is formulated as follows:

**Proposition 4 :** The lack of human resources and funds as well as the authority to manage the Tinggi Hari Megalith Tourist Attraction through the Jambi Regional Cultural Heritage Center, means that the Lahat Regency Government's lack of policy to facilitate road infrastructure and other infrastructure, coupled with rumors of security disturbances, is an inhibiting factor in the management of the Megalith Tourist Attraction Area. Tinggi Hari.

Based on minor propositions 1 to 4 above, the major proposition of this research can be formulated as follows:

**Major Proposition:** Community behavior in managing a tourist attraction can be influenced by norms and attitudes, which are supported by natural resources and human resources, security factors, community participation and community empowerment, facilities, infrastructure and support from related parties and the private sector, coupled with existing policies. regarding the tourist attraction and solutions to the inhibiting factors.

## **5. CONCLUSIONS AND RECOMMENDATIONS**

### **5.1. Conclusion**

- 1) Community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpur Village, Gumay Ulu District, Lahat Regency, South Sumatra Province
  - a. Based on the results of data analysis and linked to the theoretical study in Chapter II, it can be concluded that the norms and attitudes of the Simpur Village community influence their behavior in managing the Tinggi Hari Megalith Tourist Attraction, related to trust and supported by evaluation of daily behavior accompanied by motivation to move forward and its consequences.
  - b. The norms and beliefs held influence community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpur Village, Gumay Ulu District, Lahat Regency, South Sumatra Province.
  - c. The motivation of the people of Simpur Village is very large to increase their knowledge and welfare, however there are few tourists coming to the Tinggi Hari Megalith Complex and there has been no community empowerment in the management of the Tinggi Hari Megalith Tourist Attraction which is still completely held by the Lahat Regency Culture and Tourism Service under the authority The Jambi Regional Cultural Heritage Center means that this has not been implemented.
- 2) Driving factors and inhibiting factors in managing the Tinggi Hari Megalith tourist attraction in Simpur Village, Gumay Ulu District, Lahat Regency, South Sumatra Province.
  - a. The existence of the Tinggi Hari Megalith and natural resources in the form of basic materials for making souvenirs, both snacks and other works of art, coupled with the friendliness of the residents and motivation to be more prosperous and supported by related parties regarding the Tinggi Hari Megalith are the driving factors for the people of Simpur Village to be able to manage the object. the tour.
  - b. The lack of human resources and funds as well as the authority to manage the Tinggi Hari Megalith Tourist Attraction through the Jambi Regional Cultural Heritage Center, means that the Lahat Regency Government's lack of policy to facilitate road infrastructure and other infrastructure, coupled with rumors of security disturbances, is an inhibiting factor in the management of the Megalith Tourist Attraction Area Tinggi Hari.

### **5.2. Suggestion**

- 1) Community behavior in managing the Tinggi Hari Megalith tourist attraction in Simpur Village, Gumay Ulu District, Lahat Regency, South Sumatra Province

Based on the conclusions above, suggestions in this research can be formulated for the people of Simpur Village and parties related to the management of the Tinggi Hari Megalith tourist attraction in Simpur Village, Gumay Ulu District, Lahat Regency, South Sumatra Province, to continue to preserve the norms and beliefs held as potential unique traditional tourism, strengthening coordination between cross sectors and increasing community participation through the empowerment process.



2) Driving factors and inhibiting factors in managing the Tinggi Hari Megalith tourist attraction in Simpurn Village, Gumay Ulu District, Lahat Regency, South Sumatra Province

Based on the conclusions above, the researchers formulated suggestions including:

- a. The Simpurn Village community must maintain continuity in the preservation of natural resources and increase the capacity of human resources, the friendliness of its residents as well as motivation for greater prosperity and support from related parties in management activities of the Tinggi Hari Megalith tourist attraction.
- b. There is a special policy regarding the management of the Tinggi Hari Megalith tourist attraction, so that there is no delegation of authority between the Lahat Regency Tourism Service and the Jambi Regional Cultural Heritage Center in fulfilling funds, facilities and infrastructure related to this tourist attraction as well as increasing security stability to overcome rumors of "Muggers and Squirrels Jump"

### **5.3. Research Implications**

#### 1) Theoretical Implications

The norms and attitudes of the Simpurn Village community influence their behavior in managing the Tinggi Hari Megalith Tourist Attraction, related to trust and supported by evaluation of daily behavior accompanied by motivation to move forward and its consequences. Of the several theories about behavior put forward by experts, researchers focus more on the theory put forward by Fishbein and Ajzen in Fatmah (2014: 72) who put forward the Reason Action Theory, the contents of which are "A series of causes and effects that connect beliefs related to behavior and belief in norms for purposes related to behavior and conduct, through subjective attitudes and norms". This theory emphasizes the important role of intention as a determinant of behavior. Furthermore, this intention is determined by attitude which is a comprehensive assessment of a behavior or action that has been taken, subjective norms which are a person's belief in the opinions of other people whether they agree or not regarding the action taken, behavioral control which is the perception of the consequences or the consequences of this behavior.

The Reason Action behavioral model (Fishbein and Ajzen) in Fatmah (2014: 72) was used as a reference in the research study regarding "MANAGEMENT OF HIGH DAY MEGALITH TOURISM OBJECTS (Study of Community Social Behavior in Simpurn Village, Gumay Ulu District, Lahat Regency, South Sumatra Province" for the reason that because of the relevance of the problem formulation that the researcher created with the social behavior model, one of the study approaches is the existence of cause and effect that connects beliefs related to behavior and norm beliefs to goals related to behavior and behavior, through attitudes and norms. subjective. Meanwhile, the problem formulation that the researcher created is (1). What is the behavior of the community in managing the Tinggi Hari Megalith tourist attraction in Simpurn Village, Gumay Ulu District, Lahat Regency, South Sumatra Province? High Day Megalith Tour in Simpurn Village, Gumay Ulu District, Lahat Regency, South Sumatra Province? .

Another reason why researchers prefer the Reason Action behavioral model (Fishbein and Ajzen) in Fatmah (2014: 72) as a reference in this research study, is because of the relevance of the dimensions in the research focus that researchers take with the variables from the model that can influence the social behavior of the community, including: (1). Confidence. (2). Attitude. (3). Norm. (4). Intention, which is the same as the dimensions the researcher took, namely norms with categories of belief and evaluation of behavior as well as attitude dimensions with categories of motivation and consequences, as well as factors that become drivers and obstacles in research on "MANAGEMENT OF HIGH-DAY MEGALITH TOURISM OBJECTS (Study of Community Social Behavior in Simpurn Village, Gumay Ulu District, Lahat Regency, South Sumatra Province."

When viewed in terms of its existence, a strategic tourism area is an area that has the main function of developing tourism, whose activities have an important influence on aspects of economic, social and cultural growth of the local community, by exploring the empowerment of the surrounding natural resources. This is still not happening in Simpurn village, Gumay Ulu District, Lahat Regency, due to the lack of tourist arrivals, making their businesses less salable, so people prefer to garden or farm. In accordance with the theory put forward by Fishbein and Ajzen in Fatmah (2014: 72), the Reason Action Theory is stated, the contents of which are "A series

of causes and effects that connect beliefs related to behavior and norm beliefs to goals related to behavior and conduct, through attitudes and subjective norms”.

Based on the Reaction Action Theory put forward by Fishbein and Ajzen in Fatmah (2014: 72), the findings obtained in this research are as follows:

a. Confidence

From the aspect of belief, it can be explained that the beliefs in Simpbur Village have adhered to Islamic teachings and no longer worship the Tinggi Hari Megalith.

b. Attitude

From the aspect of attitude, it can be explained that community empowerment has not been implemented in the management of the Tinggi Hari Megalith Tourist Attraction which is still completely controlled by the Lahat Regency Tourism Service under the authority of the Jambi Regional Cultural Heritage Center, so that the community cannot take any action.

c. Norm

From the aspect of norms, it can be explained that the behavior of the people in Simpbur Village still adheres to a traditional system which is influenced by customs that have existed for generations, but remains open to accepting new knowledge or technology.

d. Intention

From the aspect of intention, it can be explained that the motivation of the people of Simpbur Village is very large to increase their knowledge and welfare. However, with so few tourists coming to the Tinggi Hari Megalith Complex, they couldn't do it well.

Based on the description above, the findings of this dissertation are able to produce the idea that of the 4 (four) aspects stated in Fishbein and Ajzen's Action Reaction Theory, it turns out that the attitude aspect has no significant function in managing the Tinggi Hari Megalith Tourist Attraction because empowerment has not been implemented for the community whose authority it is. Currently it is still completely held by the Lahat Regency Tourism Service under the authority of the Jambi Regional Cultural Heritage Center, so the public cannot take any action. Therefore, with the existence of policies, coordination and community empowerment, it is hoped that there will be more effective use of community participation in managing these tourist attractions. The community's attitude gives researchers confidence that community participation through empowerment is very relevant to develop, especially in the management of tourist attractions, the orientation of which requires massive activities.

Based on the analysis of the findings in this research, it can be found that, researchers support the Reason Action Theory of Fishbein and Ajzen because of the research on "MANAGEMENT OF HIGH DAY MEGALITH TOURISM OBJECTS (Study of Community Social Behavior in Simpbur Village, Gumay Ulu District, Lahat Regency, South Sumatra Province" This can provide an illustration that it is necessary to pay attention to community behavior in managing a tourist attraction, which can be influenced by norms and attitudes, which are supported by natural resources and human resources, security factors, community participation and community empowerment, facilities, infrastructure and support from related parties and the private sector, plus policies relating to these tourist attractions as well as solutions to inhibiting factors.

## 2) Practical Implications

Based on the results of this research, it is hoped that practical implications for the Lahat Regency Government and related parties will be able to create policies regarding the management of the Tinggi Hari Megalith Tourist Attraction, by focusing on improving facilities and infrastructure, security stability, community empowerment, human resource development and allocate funds for these activities, so that the community can participate in their management.

## **REFERENCES**

- Adams, R. L. (2018). The megalithic tradition of West Sumba, Indonesia: An ethnoarchaeological investigation of megalith construction. Dissertation Abstracts International Section A: Humanities and Social Sciences, 69(4-A), 1415. <http://ezproxy.library.uvic.ca/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=psyh&AN=2008-99190-559&site=ehost-live&scope=site>
- Chamdani, Usman. (2018). Study of the Content of Tourism Research Messages. Yogyakarta: Deepublish.
- Fatmah. (2014). Theory and Application of Communication Media, Information and Nutrition Education. Jakarta: Erlangga.
- Hamali, Arif Yusuf. (2016). Understanding Human Resources Management. Yogyakarta: CAPS.
- Hamdi, Muchlis. (2015). Public Policy (Process, Analysis and Participation). Second printing. Bogor: Ghalia Indonesia.
- Hanafie, Sri Rahaju Djatimurti Rita. (2016). Basic Social and Cultural Sciences. Yogyakarta: CV Andi Offset.
- Hidayat, Asep Achmad. (2015). Basic Social and Cultural Sciences. Bandung: Scholarly Nuance.
- Isdarmanto. (2017). Basics of Tourism and Management of Tourist Destinations. Yogyakarta: Aksara media gateway.
- Decree of the General Director of Tourism No. Kep 06/KVI/97 concerning Hospitality Services Business
- Decree of the Minister of Tourism, Post and Telecommunications No. KM. 10/PW/102/MPTT-93 Concerning Travel Agents
- Maryunani, Anik. (2013). Clean and Healthy Living Behavior (PHBS). Jakarta: CV Trans Info Media.
- Miles, M. B, Huberman, A. M and Saldana, J. (2014). Qualitative Data Analysis, A Methods Sourcebook, Edition 3. USA: Sage Publication. Translation by Tjetjep Rohindi Rohidi, UI: Press.
- Pieter, Herri Zan. (2011). Introduction to Communication and Counseling. Jakarta: Kencana.
- Santosa. (2012). Public Administration (Theory and Application of Good Governance). Bandung: PT. Refika Aditama.
- Sedarmayanti, et al. (2018). Tourism Development and Development. Bandung: PT Refika Aditama.
- Suastika, Ketut. (2017). Basic Knowledge of Tourism Science. Denpasar: Prohibition Library.
- Sudarmanto, et al. (2020). Basic Concept of Community Service: Development and Empowerment. Medan: Kita Write Foundation.
- Sulistiani, Ambar Teguh. (2004). Partnerships and Empowerment Models. Yogyakarta: Gala Media.
- Sutrisno, Edi. (2013). Human Resource Management. Jakarta: Kencana Prenamedia Group.
- Syafiie, Inu Kencana et al. (2010). Public Administration Science. Jakarta: Rineka Cipta.
- Constitution of the Republic of Indonesia of 1945.
- Law of the Republic of Indonesia Number 10 of 2009 concerning Tourism
- Winarno, Budi. (2014). Public Policy Theory, Process and Case Studies. Jakarta: PT. Fun Book.