

LOCAL CULTURE AS TOURISM ATTRACTION OF PAYAKUMBUH CITY

BUDAYA LOKAL SEBAGAI ATRAKSI PARIWISATA KOTA PAYAKUMBUH

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Abstract

The potential of local culture in tourism development is part of the product of human creativity which has economic value. The research objective is to analyze local culture as a tourism attraction in Payakumbuh City which is packaged in the form of performances, in the pockets of tourist attractions served by junior high school students. The research method used is qualitative analysis through direct observation and in-depth interviews with related parties to the research. To analyze the potential and problems in local culture as a tourism attraction at each research location, including the potential and internal and external problems. Culture, especially in the City of Payakumbuh, in general, has unique potential and a center for art products, namely *Sikatuntuang*, which can be developed to increase local cultural tourism. The strategy of packaging local culture, especially the art of brush, the city of Payakumbuh, is used as packaging for performing arts that attracts tourists to come to the city. Besides being served in pockets of nature tourism in the City of Payakumbuh, there is also a Payakumbuh Fair, which can be used as a media for promotion and introduction of cultural tourism destinations for people in need both nationally and internationally.

Keywords: *Tourism; Tourists; Culture; Traditional Arts*

Abstrak

Potensi budaya lokal dalam pengembangan pariwisata merupakan bagian dari produk kreativitas manusia yang bernilai ekonomis. Tujuan penelitian adalah menganalisis budaya lokal sebagai daya tarik wisata di Kota Payakumbuh yang dikemas dalam bentuk pertunjukan, di kantong-kantong tempat wisata yang disuguhkan siswa SMP. Metode penelitian yang digunakan adalah analisis kualitatif melalui observasi langsung

dan wawancara mendalam dengan pihak-pihak yang terkait dengan penelitian. Menganalisis potensi dan permasalahan budaya lokal sebagai daya tarik wisata di setiap lokasi penelitian, termasuk potensi dan permasalahan internal dan eksternal. Kebudayaan khususnya di Kota Payakumbuh pada umumnya memiliki potensi yang unik dan menjadi sentra produk seni yaitu Sikatuntuang yang dapat dikembangkan untuk meningkatkan pariwisata budaya lokal. Strategi pengemasan budaya lokal khususnya seni kuas kota Payakumbuh dijadikan sebagai kemasan seni pertunjukan yang menarik wisatawan untuk datang ke kota. Selain disuguhkan di kantong-kantong wisata alam di Kota Payakumbuh juga ada Payakumbuh Fair yang dapat digunakan sebagai media promosi dan pengenalan destinasi wisata budaya bagi masyarakat yang membutuhkan baik secara nasional maupun internasional.

Kata Kunci: Pariwisata; Wisatawan; Budaya; Kesenian Tradisional

Introduction

The process of globalization has made many changes to the face of the world, from the social face, culture to human behavior and lifestyle. Even the implementation of the commitments of various countries to create a "world without borders" has fostered nuances of competence in various fields, as well as creating forms of cooperation realized through free trade blocs (Goran, LaBerge, & Srinivasan, 2017). On the one hand, it can be seen that globalization has created a positive effect, especially in the field of culture, which continually demands the readiness of all nations in the world to create their respective advantages. But on the other hand, the process also creates new anxiety. Especially if it is related to the higher and more open levels of interaction between nations, which directly touches social and cultural elements. Of the various cultures, there are also various arts that are owned, and this is a very valuable national asset, which still needs to be developed and empowered to increase a people-based economy, both through tourism development and local cultural development in the sense of traditional arts owned by their respective regions.

With the entry of globalization into Indonesia, traditional arts face global challenges, because globalization is also a form of penetration of new values that gives birth to practical tools. The birth of practical tools based on information, communication, and technology gave birth to industrialization which always leads to market orientation. With these devices, producing and reproducing as many cultural expressions as possible in the era of globalization is a necessity. With industrialistic and capitalistic forces, the mass production process is inevitable, including producing traditional arts.

The dynamics of globalization in the cultural industry is also often referred to as an industry that makes culture a commodity to be traded for profit only. In this regard, the cultural industry has given birth to "mass culture" which is embraced by the world community. The mass culture is actually fake because it has been packaged by capitalists, governments or interested parties. The mass culture that spreads to various corners of the world is actually not real (irrational) and destroys the morale of local culture. In the end, mass consciousness is controlled by external forces such as the culture industry and the knowledge industry (Parmadi, 2018).

Developing a local culture in traditional arts is living an era that is growing, moving, alive, flexible, and with an integrated character. Nothing is able to separate the local culture, in this case, the traditional arts in the course of the times that have competed massively with all available social orders. The pattern of honing, caring, and nurturing becomes the starting point for the development and innovation of local culture as well as the opportunity to hone, sharpen all abilities of art actors.

Local culture is not an option to commit suicide, because traditional art is a future investment for all people in social order and as an identity for the culture, they are proud of. For this reason, regional traditional arts are explored, explored, and translated into space and time according to the era. Local culture is not an inanimate object that cannot be in touch with its era. No matter how tight the local culture is, the innovation process remains open, it needs refreshing colors, shapes, patterns, impressions to be able to communicate with the tourists who come both from within and from outside.

According to Reisinger, (Yvette & Lindsay W Turner, 2003) the cultural tourism industry, when viewed from a cultural perspective, indirectly plays an important role in the development of local culture because the existence of a tourist attraction in the City/Regency. Introduce the cultural diversity of an area such as traditional arts, religious ceremonies or customs that attract the attention of foreign tourists and local tourists. With the development of the cultural tourism industry, it is rapidly providing understanding and understanding between cultures through the interaction of tourist visitors (tourists). This allows tourists to get to know and appreciate the local culture of the local community and also to understand the local cultural background adopted by that supporting community.

Local culture is a set of knowledge and good practices that come from previous generations and from experiences related to the environment and other communities belonging to a community in a place, which is used to properly and correctly solve various problems and/or difficulties faced. Local culture comes from the values of customs, religious values, and local culture which are naturally formed in a community group to adapt to the surrounding environment (Elfrida, Sazali, Bakar, 2020). Local culture is a characteristic of each region that has the potential to support the development of an area. The potential of local culture in tourism development is part of the product of human creativity which has economic value. One of the efforts to develop tourism based on local culture is the packaging of brush art in the form of attractive performing arts and entertainment contexts, as well as providing opportunities for the Payakumbuh World Music Festival based on local culture and holding the Payakumbuh Fair.

Local culture in the sense of traditional arts, there are several training methods as well as exploratory stages in the development of local culture, which are as follows: Firstly, to identify the local cultural potentials that exist. Whatever is growing in people's lives. Absorb and explore the potential of local culture which is part of the potential of living in the community.

Secondly, culture and art are very diverse, historically and anthropologically, there are inspirational sources that have not been fully explored. Some have studied the problems in related to the culture in translation (Wendra & Ardi, 2021), culture in digital era (Goran et al, 2017), cuisine as halal tourism (Elfrida, 2020), However, lack of studies related to performing traditional culture. For this reason, it is necessary to

select exploratory priorities. It can be started by playing, sounding or moving the aspects of the most original needs or those which are the roots of the traditional art culture of the City of Payakumbuh. This exploration can be done using media from existing instrument sources.

Thirdly, to open a specific creative process, small groups can be made using junior high school students, because these students are still young and will be able to survive for a long time in maintaining their local culture. For this reason, it is necessary to discuss and rework the creative process that exists in these students that might be developed and should be made effective so that a more conducive dialogue opens and finds new strengths in the process creative.

Method

The research method used is qualitative analysis through direct observation and in-depth interviews with related parties to the research. The direct observation method is the process of recording the behavior patterns of subjects (people), objects (objects), or systematic events without any questions or communication with the individuals studied while the in-depth interview method is a method of collecting primary data obtained directly from the original source or it can be said. As a data collection technique in a survey method that uses in-depth oral questions to achieve the research objectives, in this study a qualitative approach was used, as suggested by (Moleong, 2008) which states that qualitative research is research that produces descriptive data, namely in the form of words. -words and actions of the perpetrator's actions become the main data, the second data is in the form of additional data from literature studies. Furthermore, (Moleong, 2008) states: the results of the observed phenomena are not in the form of numbers but the coefficient of the relationship between data variables in the form of words or descriptions.

Result and Discussion

Tourism Development Based on Local Culture in Payakumbuh City, can be seen in seven elements of universal culture, namely (1) religion, (2) language, (3) knowledge system, (4) technology, (5) livelihood system, (6) arts, and (7) social organization. In tourism, a combined cultural and natural heritage will produce an exotic, unique, and interesting attraction or in other terms as a cultural landscape. Tourism activity is also a socio-cultural interaction because it contains interactions between the host (host) and guest (tourists).

The relationship with local wisdom is that the host plays a role in providing the tourist objects desired by tourists. For example, how the host provides nature tourism based on local culture in various forms. The local culture itself is a manifestation and/or expression of human creativity, taste, and initiative. Humans are social creatures or cannot be separated from other individuals. Therefore, local culture is human as the creator of culture in relation to the natural environment. As local knowledge belongs to the community, there is no individual traditional knowledge or culture. According to Reisinger, (Yvette and Lindsay W Turner, 2003), the connection with the development of nature tourism is that the development of nature tourism based on local culture requires a community in the form of social systems and institution.

The strategy of packaging local culture, especially cultural tourism of Payakumbuh City, Payakumbuh City, which is appropriate, based on the results of the analysis is the packaging of local culture in the form of musical compositions played by Payakumbuh Junior High School students, the form presented emphasizes the context of entertainment for visiting tourists. to the area. In addition, other forms are through music festivals related to local culture and holding a Payakumbuh Fair. Payakumbuh Fair is an annual event organized by the Payakumbuh City Tourism office. Payakumbuh Fair provides a number of stands offered for product promotion, media, and so on. Here is also shown the local culture, namely the art of brush, which has been packaged into musical compositions as a performing.

The strategy adopted is to take advantage of the strengths of local culture in performing arts, cultural attractions, and cultural tourism to take advantage of long-term opportunities by:

a) Utilizing the tourism potential in the City of Payakumbuh to be developed as a culture-based tourism product, by developing cultural-based tourism activities that will be accompanied by cultural tourists, so that tourists can support the interpretation of these tourists in enjoying people's daily activities such as weaving, weaving, farming, livestock, religious activities, dance, music and so on.

b) Utilizing cultural tourism products owned by Payakumbuh City to become an attraction for tourists by making traditional art packaging into a performing art that can be enjoyed by everyone who visits, cultural activities can be designed into a time schedule that can be chosen by tourists or travel agent or it can be through booking.

c) Utilizing the local culture of the community as stated in the system of the City of Tourism Service, to minimize the excessive exploitation of natural and cultural resources as a result of tourism, and to invite the community to jointly maintain cleanliness.

d) Utilizing traditional community leaders to be able to play an active role in the development of local culture-based tourism products in Payakumbuh City so that cultural imitation will not interfere with the local indigenous cultural order (commercialization and commodification of culture in the context of tourism).

e) Take advantage of the active role of cultural observers to preserve local culture. and take advantage of parties from outside the City of Payakumbuh to help develop tourism resources owned, both from the city government, private parties such as travel agents, practitioners, or academics.

f) Increase the knowledge and competence of the community in the field of tourism, especially training/coaching to local culture (traditional arts), by collaborating with parties, the private sector, practitioners, or academics.

The strategy of packaging local culture, especially cultural tourism in Payakumbuh City, which is appropriate based on the results of the analysis is the packaging of local culture in the form of musical compositions played by Payakumbuh City Junior High School students, the form being worked on is utilizing traditional Sikatuntuang arts and folk songs or songs. a folk song owned by the Payakumbuh community. In the work of musical compositions on the development of local culture, in the form of collaborating with Sikatuntuang Instruments, Folk Song and Western music. Such cultivation is a form of Performing Arts as an entertainment context for tourists who come to Payakumbuh City. In addition, other forms are through music festivals related to local culture and holding a Payakumbuh Fair. Payakumbuh Fair is an

annual event organized by the Tourism Office of Payakumbuh City. Payakumbuh Fair provides a number of stands offered for product promotion media and so on. Here, local culture is also performed, namely the art of Sikatuntuang which has been packaged into musical compositions as performing arts.

The strategy implemented is to use the strengths of local culture in the performing arts of cultural tourism attractions and attractions to take advantage of long-term opportunities by:

- a. Utilizing tourism potential in Payakumbuh City to be developed as a cultural-based tourism product, by developing cultural-based tourism activities which later tourists will be accompanied by cultural experts, so that they can support the interpretation of tourists in enjoying people's daily activities such as weaving, weaving, farming, raising livestock, religious activities, dance, music and so on.
- b. Utilizing cultural tourism products owned by Payakumbuh City to be an attraction for tourists by making traditional art packaging into a performing art that can be enjoyed by everyone who visits, cultural activities can be designed into a time schedule that can be chosen by tourists or travel agent or can also be through booking.
- c. Utilizing the local culture of the community contained in the City Tourism Office system, to minimize the occurrence of excessive exploitation of natural and cultural resources as a result of tourism, and to invite the community to jointly maintain cleanliness.
- d. Utilizing indigenous community leaders to be able to play an active role in the development of local culture-based tourism products in Payakumbuh City so that cultural imitation will not interfere with the original local cultural order (commercialization and commodification of culture in the context of tourism).
- e. Utilizing the active role of culturalists to preserve local culture. and utilize parties from outside the City of Payakumbuh to assist the development of tourism resources owned, both from the city government, private parties such as travel agencies, practitioners or academics.
- f. Improving the knowledge and competence of the community in the field of tourism, especially training/guidance for local culture (traditional arts), by collaborating with parties, the private sector, practitioners or academics.

Traditional arts development strategy and the demands of the tourism industry, basically the existence of traditional arts in the era of the tourism industry faces both opportunities and challenges. Opportunities for traditional arts, especially in music in the era of the tourism industry, are the increasing creativity of creators or cultivators so that there is an increase in orders to perform performances in accordance with market demands. Of course, with the increasing number of orders, it encourages artists, especially music, to always be dynamic and creative in developing their art. This will increase the finances of the traditional arts actors and also foreign exchange for the local area with many tourists. Although the description above states that the mass production of traditional arts through VCDs and DVDs has reduced the sacred value, on the other hand it is actually an effective opportunity to promote the existence of traditional arts to a wider audience. Especially considering that the weakness of traditional art performances is that their form will disappear once the performance is over.

Meanwhile, regarding the challenges of the development of traditional arts in the current era of the tourism industry, it will have more influence on the cultural identity and local wisdom of the supporting community. The impact of globalization, especially in the era of the tourism industry, has negated local culture and created an existential crisis for the people who support traditional arts. The face of the village has now changed to the face of the city, although the social aspects surrounding the community in a village still have a strong traditional feel. The impact of the tourism industry on the local wisdom of an area has become "an agent of cultural changes", both regarding the knowledge of tourists who travel, and the cultural joints of the people visited. Both are in contact with each other in line with the demands of the era of globalization.

Especially cultural tourism in Payakumbuh City, which is appropriate based on the results of the analysis is the packaging of local culture in the form of musical compositions played by Payakumbuh City Junior High School students, the form being worked on is utilizing traditional Sikatuntuang arts and folk songs or songs. a folk song owned by the Payakumbuh community. In the work of musical compositions on the development of local culture, in the form of collaborating with Sikatuntuang Instruments, Folk Song and Western music. Such cultivation is a form of Performing Arts as an entertainment context for tourists who come to Payakumbuh City. In addition, other forms are through music festivals related to local culture and holding a Payakumbuh Fair. Payakumbuh Fair is an annual event organized by the Tourism Office of Payakumbuh City.

So to increase the potential of the local culture, it is necessary to revamp the Sikatuntuang traditional art in the form of a new work with a collaboration technique between the Sikatuntuang Instrument, a Western musical instrument and folk songs (Folk Song) belonging to the Minangkabau community. This new form of music composition is a form of performing arts for tourists who come to Payakumbuh City. This form is not found from various references of researchers about the development of tourism from the traditions that are owned in the area of each City/Regency and so on.

According to (Wimbrayardi, et al 2021), in the context of culture, music has a strong enough influence on the physical and mental of individuals and the character of society. Broadly speaking, the role of music in the formation of behavior is as a basic character building or in other words music acts as a "foundation" in the formation of character, forming moral feelings and forming behavior of justice, love and gentleness. Music and character have a strong relationship in the principle of beauty, the principle of harmony, and the principle of size and proportion.

Innovation in performing arts is a form of creativity in preserving local cultural arts. The packaging of traditional music, in this case a new musical work that departs from the traditional art of Sikatuntuang, is one form of the cultural industry in the context of work innovation and tourism promotion. The packaging of traditional music idioms into works with nuances of the cultural industry has made traditional arts better known and a means of entertainment for tourists. On the other hand, it makes the performers and cultivators of the arts, especially music, more creative in processing and making traditional idioms into offerings of new works according to the will of globalization. The following is a form of scores for developing or innovating new

musical works as a form of cultural industry in the field of musical works that departs from the Sikantuntuang art:

MUDIAK ARAU

sebuah karya inovatif dalam pelestarian kesenian sikatuntuang di ranah pendidikan

arr. Drs. Wimrayardi, M.Sn
Irdhan Epria Darma Putra, M.Pd
Hengki Armez Hidayat, M.Sn

$\text{♩} = 120$

Dendanag

6

Dendanag

11

Dendanag

15

Dendanag

19

Dendanag

23

Dendanag

27

Dendanag

31

Dendanag

35

Dendanag

39

Dendanag

a nak u

rang sa bu an da leh ma mak oi sing gah ka ru

mah mak oi si su tan mu do oi si su tan mu

do sing gah ka ru mah mak oi si su tan mu

do oi si su tan mu do

bi a a

43
Dendangag
bih bi a lah ten deh ka n du ang oi ha ti der ka

47
Dendangag
mi mak oi ka ba a ju e ka ba a ju

51
Dendangag
o ha ti den ka mi mak oi ka ba a ju

55
Dendangag
o ka ba a ju o on

59
Dendangag
deh man deh san sa

64
Dendangag
i ba dan on deh man

69
Dendangag
deh san sa i ba dan

74
Dendangag

77
Dendangag

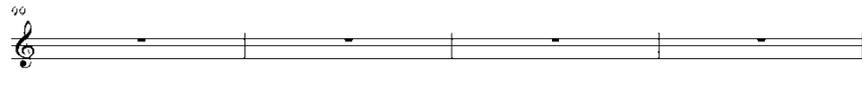
80
Dendangag
a nak u

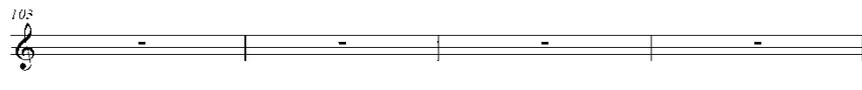
83
Dendangag
rang sa bo an da leh ma mak oi sing gah ka ru

87
Dendangag
mal mak oi si su tan mu do oi si su tan mu

91
Dendanağ  do sing gah ka ru mah mak oi si su tan mu

95
Dendanağ  do oi si su tan mu do

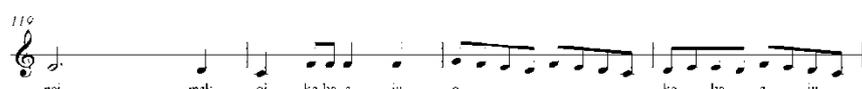
99
Dendanağ 

103
Dendanağ 

107
Dendanağ 

111
Dendanağ  bi a a

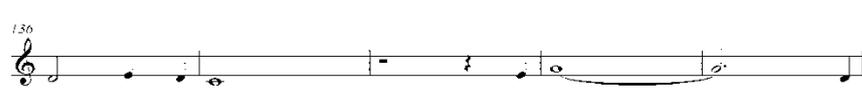
115
Dendanağ  bi a lah tan deh ka n du ang oi ha ti den ka

119
Dendanağ  noi mak oi ka ba a ju o ka ba a ju

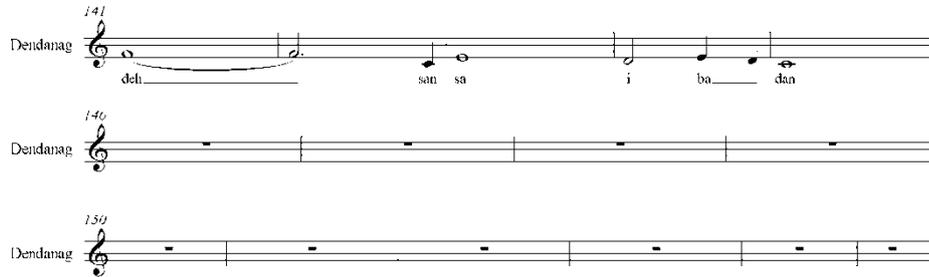
123
Dendanağ  o ha ti den ka noi mak oi ka ba a ju

127
Dendanağ  o ka ba a ju o en

131
Dendanağ  deh man deh san sa

136
Dendanağ  1 ba dan on deh man

4



Picture 1. Pieces of Sheet Music

The development of cultural tourism is a framework or model of local culture that can be used by SMP in Payakumbuh City to support culture-based tourism. One of the developments of the culture-based tourism industry must be attractive to tourists . The attraction is the local culture played by junior high school students as heirs of cultural assets. Local culture has the opportunity to become a destination that has more value and becomes an attraction for tourists who will visit.

The strategy for developing traditional arts and the demands of the tourism industry at this time are also based on the existence of traditional arts in the era of the tourism industry in facing opportunities as well as challenges. Opportunities for traditional arts, especially music in the era of the tourism industry, are increasing the creativity of creators or cultivators so that there is an increase in orders to display performances in accordance with market demands.

Meanwhile, the challenges of the development of traditional arts in the current era of the tourism industry are basically more influential on the cultural identity and local wisdom of the supporting community. The impact of globalization, especially in the era of the tourism industry, has eliminated local culture and created an existential crisis for the people who support traditional arts. The face of the village has now changed to the face of the city, although the social aspects that surround the community in a village are still thick with traditional nuances. The impact of the tourism industry on the local wisdom of an area has become an "agent of cultural change", both regarding the knowledge of tourists who travel, and the cultural joints of the people visited. Both are in contact with each other in line with the demands of the era of globalization.

Conclusion

The development of cultural tourism is a framework or model of local culture that can be used by SMP in Payakumbuh City to support culture-based tourism. The attraction is the local culture played by junior high school students as heirs of cultural assets. Local culture has the opportunity to become a destination that has more value and becomes an attraction for tourists who will visit. The strategy for developing traditional arts and the demands of the tourism industry at this time are also based on

the existence of traditional arts in the era of the tourism industry in facing opportunities as well as challenges. Opportunities for traditional arts, especially music in the era of the tourism industry, are increasing the creativity of creators or cultivators so that there is an increase in orders to display performances in accordance with market demands. Meanwhile, the challenges of the development of traditional arts in the current era of the tourism industry are basically more influential on the cultural identity and local wisdom of the supporting community. The impact of globalization, especially in the era of the tourism industry, has eliminated local culture and created an existential crisis for the people who support traditional arts.

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