



## Innovation of Tourism Products in Increasing Sales of Lipa Sabbe Sengkang to Entrepreneurs in Wajo Regency

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### Abstract

*This study aims to determine the Increase in Sales Volume of Lipa Sabbe Sengkang Tourism Products and the Increase in Volume of Lipa Sabbe Sengkang Tourism Products in Wajo Regency. The type of research uses qualitative methods, namely the presentation of data in the form of sentences set forth in writing. The data collection techniques use observation, interviews, and documentation. The results of this study showed that tourism product innovation in increasing sales volume of Lipa Sabbe Sengkang to entrepreneurs in Wajo district. The researcher added that entrepreneurs should hold promotions more often so that tourists are aware of new production, the existence of Lipa Sabbe Sengkang, opportunities that can be implemented well if entrepreneurs work together to carry out marketing and promotion, the Government and the public really need to get to know Lipa Sabbe Sengkang closely. In increasing sales of Lipa Sabbe Sengkang Tourism Products to market Lipa Sabbe Sengkang Tourism Products so that Entrepreneurs take various events to promote to Social Media and introduce globally including holding a Silk Festival in Wajo Regency because Lipa Sabbe Sengkang is a Cultural Identity for the city of Sengkang, Wajo Regency.*

## Introduction

Indonesia, a captivating archipelago characterized by its myriad cultures and traditions, proudly showcases a bountiful legacy of traditional weaving methods. These techniques serve as exquisite conduits for conveying distinctive artistic expressions, each imbued with its own individuality and charm (Cita Tenun Indonesia, 2010). One of the esteemed customs that holds great significance is Lipa Sabbe Sengkang, a cultural treasure closely associated with the Bugis community, specifically in the regions of Bone, Wajo, and Soppeng in South Sulawesi (Pelras, 1996). The term "Lipa Sabbe Sengkang," which translates to "silk sarong," carries immense cultural significance, encompassing both economic and traditional aspects within the local community. As documented by Fletcher (2013) this textile not only serves as a means of generating income for families but also holds a pivotal role in traditional rituals and everyday attire.

Sengkang City, situated in the esteemed Wajo Regency of South Sulawesi Province, boasts the distinguished epithet of "City of Silk." This prestigious title is exemplified by a grand entrance gate, tastefully embellished with the eloquent inscription "Welcome to Sengkang City of Sutura" (Suparlan, 1981). This serves as a deliberate manifestation of the urban area's affiliation with the production of Lipa Sabbe Sengkang, a traditional craft that is intricately intertwined with the essence of the community's existence. The art of weaving holds a cherished place within the Bugis community, having garnered recognition since the late 18th century. Forrest's painstaking record-keeping sheds light on South Sulawesi's outstanding weavers and their contributions to history. Skilled artisans skillfully crafted textiles in the famed "kambai-style,"

adorned with intricate red and blue checkered designs, and dispersed them around the archipelago (Forrest, 1979).

It was in the realm of talented artists using ancient techniques known as "gedogan" that Lipa Sabbe Sengkang first took shape. These tools, commonly referred to as "weaving sits" or "tennung walida" in local parlance, played a pivotal role in the production process (Soeroto, 1983). Over the course of time, the realm of woven fabrics has undergone a remarkable expansion, resulting in the current-day Lipa Sabbe products that showcase a captivating array of motifs and patterns (Forrest, 1979). The art of silk weaving, once confined to the privileged nobility, has undergone a remarkable transformation, ingraining itself deeply within the cultural fabric of the Bugis community (Pelras, 1996).

The Bugis people, hailing from the esteemed Wajo community, have garnered a venerable repute as astute merchants, engaging in extensive trade endeavors spanning diverse geographical domains (Pelras, 1996). According to Pelras (1996), bone is intricately linked to the virtue of bravery, Soppeng is renowned for its exceptional craftsmanship, and Wajo is characterized by a resolute entrepreneurial spirit, symbolizing the dynamic impetus of capitalism. As a result, Wajo has emerged as a central hub for the Lipa Sabbe industry, wherein the production and trade of silk cloth have assumed a prominent role within this flourishing enterprise. The exquisite craftsmanship exhibited in the Lipa Sabbe weaving tradition has bestowed upon Wajo a distinguished reputation as the epicenter for the advancement of silk fabric production (Pelras, 1996).

The Lipa Sabbe Sengkang, renowned for its local acclaim and profound cultural significance, presents a remarkable opportunity to unlock its latent potential for both tourism and entrepreneurial endeavors within the region. In light of the burgeoning tourism sector in Indonesia, it becomes imperative to delve into inventive approaches aimed at augmenting the sales and market appeal of Lipa Sabbe Sengkang. Such endeavors are crucial not only for fostering sustainable economic progress but also for safeguarding the rich tapestry of cultural heritage.

The primary objective of this study is to explore the potential of leveraging innovation as a means to enhance the tourism offerings of Lipa Sabbe Sengkang. By doing so, the aim is to stimulate interest and investment from both local and international entrepreneurs in the development and promotion of this destination. Through a thorough examination of the intricate dynamics and prospects inherent in the tourism industry, coupled with a discerning analysis of the multifaceted elements that shape the triumph of entrepreneurial endeavors within this sector, our objective is to construct an all-encompassing framework that nurtures the expansion and development of Lipa Sabbe Sengkang as an exemplary tourism offering within the esteemed Wajo District.

The outcomes of this research possess significant implications for policymakers, individuals involved in the tourism industry, and aspiring entrepreneurs who are interested in making investments in the abundant cultural legacy of Lipa Sabbe Sengkang. As we embark on a profound exploration of this venerable custom, we envision a forthcoming era wherein the Lipa Sabbe Sengkang tradition flourishes not solely as a revered cultural legacy, but also as a burgeoning tourism commodity that augments the economic advancement of Wajo District and safeguards the Bugis weaving heritage.

## **Methods**

This study utilizes qualitative research methodologies. It recognizes the significance of a well-designed research framework in establishing a clear and accurate path towards accomplishing

predetermined objectives. The study employs a descriptive qualitative research methodology, characterized by a meticulous gathering of data and active involvement of the researcher in the field. The methodology used herein allows for a thorough comprehension of the topic at hand, with specific attention paid to the views, experiences, and behaviors of entrepreneurs and other relevant players in relation to Lipa Sabbe Sengkang.

According to Sugiyono's (2018) advice, the researcher will use triangulation throughout the data collection phase to increase confidence in the study's results. Interviews, fieldnotes, and a slew of other forms of primary and secondary data collection are all integral parts of this research strategy. By meticulously cross-referencing data obtained from a broad variety of sources, the present study aspires to improve the overall thoroughness and accuracy of the data analysis that follows.

Careful deliberation will go into picking data collection methods in order to get a full picture of what Lipa Sabbe Sengkang is and how it affects the tourism economy in the Wajo District. A wide range of interviewees, including local entrepreneurs, artisans, and cultural experts, will be surveyed to get first-hand accounts and honest feedback. These interviews will serve as a valuable source of firsthand accounts and opinions, shedding light on the experiences and insights of these individuals within their respective fields. The research endeavor will entail immersing oneself within the vibrant weaving communities to meticulously observe the intricate production process and the rich tapestry of cultural practices that envelop the esteemed tradition of Lipa Sabbe Sengkang. Furthermore, an integral aspect of this research endeavor entails conducting meticulous document reviews, which will serve as a means to acquire invaluable historical and contextual insights pertaining to the traditional art form under investigation.

The meticulous sample selection process will be executed with a deliberate intention to guarantee the inclusion of diverse stakeholders engaged in the Lipa Sabbe Sengkang industry. The selection process will be guided by a set of criteria that encompass various aspects such as expertise, experience, and active engagement within the tourism sector. The research will diligently uphold ethical considerations, encompassing crucial aspects such as obtaining informed consent from participants and safeguarding the confidentiality of data.

The data that has been gathered will undergo rigorous analysis using qualitative data analysis techniques, as outlined by Sugiyono (2017). The utilization of thematic analysis will be employed as a methodological approach to discern and elucidate recurring patterns, overarching themes, and distinctive insights derived from the comprehensive examination of interviews, observations, and document reviews. The implementation of this methodical approach to data analysis will yield a meticulously organized and intellectually rigorous interpretation of the abundant qualitative data.

Through the amalgamation of firsthand data acquired via interviews and observations, alongside supplementary information derived from historical records and documents, the present study endeavors to establish an all-encompassing comprehension of Lipa Sabbe Sengkang as a cultural heritage site. Furthermore, this research seeks to explore the inherent potential of this site in augmenting the tourism offerings within the Wajo District. The discoveries will provide significant contributions in terms of knowledge and understanding for policymakers, tourism stakeholders, and entrepreneurs who are keen on safeguarding and advancing the vibrant cultural heritage of Lipa Sabbe Sengkang. Additionally, these findings will serve as a catalyst for economic expansion and the cultivation of innovative practices within the region.

## Results and Discussion

### Background and Cultural Significance of Lipa Sabbe Sengkang

Lipa Sabbe Sengkang is a traditional sarong originating from the Bugis community, specifically the Sengkang region. This garment carries profound cultural significance and is deeply rooted in the cultural heritage of the Bugis society. The Bugis ethnic group predominantly resides in the region of South Sulawesi, Indonesia, and has a rich heritage of cultural customs and traditions that have been transmitted across successive generations (Ahmad & Amin, 2008). The Bugis community possesses a diverse cultural legacy encompassing a range of artistic expressions, such as music, dance, and weaving. One notable illustration of this cultural heritage is Lipa Sabbe Sengkang, as highlighted by (Guntur, 2022).

The sarong is crafted utilizing customary weaving techniques, with Bugis women assuming a crucial role in the weaving procedure. The individuals in question have engaged in the practice of weaving since their early years, acquiring the skill through intergenerational transmission from their maternal ancestors. The proficiency in the art of weaving was historically regarded as a significant criterion in assessing a woman's suitability for marriage, as it symbolized her capacity to supply garments for her household and uphold customary practices (Saharuddin & Rahman, 2021). Therefore, Lipa Sabbe Sengkang possesses considerable practical and cultural importance for Bugis women.

Within the Bugis society, the utilization of sarongs, such as the Lipa Sabbe Sengkang, holds significant importance in both the routine activities of daily life and the observance of ceremonial rituals. They serve diverse functions, including religious rituals, arboreal activities, insect deterrence, child transportation, and everyday attire. According to Rahman & Hariyanto, (2014) the Lipa Sabbe Sengkang is adorned with various patterns and motifs, each of which holds distinct significance within the Bugis culture, customs, and beliefs. The aforementioned motifs are transmitted across successive generations and hold symbolic importance within the Bugis cultural framework.

Studies by Sadapotto et al. (2023) highlight the immense cultural relevance of the link between Lipa Sabbe Sengkang and the concept of "Siri" among the Bugis community. Integral to the notion of "Siri" is a set of cultural norms that prioritizes things like humility, candor, and social stability. A person's social standing, gender, and marital status may all be inferred from the sarong they wear. For instance, there are certain patterns created for single women and others for married women. The Bugis people have been able to preserve their cultural identity over the ages in large part due to their adherence to these traditions.

It is also clear that there is a strong link between the Bugis way of life and the ideas presented in Lipa Sabbe Sengkang. According to Nurhaida and Windah (2021), the Bugis community's weaving method is unique in that it is intricate and time-consuming. Throughout Bugis culture, the values of perseverance, dedication, and mastery are deeply ingrained, and this rite serves as a symbolic embodiment of these ideals. The sarong is more than just a pretty thing; it serves as a symbol of the values and practices that are important to the Bugis way of life.

Moreover, Lipa Sabbe Sengkang has significance beyond its material form, and this must be recognized. The architectural structure serves as a medium through which the Bugis people may share and learn from their collective memories and stories of the past. The sarong typically has patterns and motifs that serve as visual portrayals of the migration and cultural exchange experiences of the Bugis people. Lipa Sabbe Sengkang is a tangible symbol of the Bugis community's rich cultural heritage and remarkable success in maintaining cultural distinctiveness throughout the centuries.

In contemporary times, Lipa Sabbe Sengkang has garnered acknowledgment extending beyond the Bugis community. The cultural significance and exceptional craftsmanship of this traditional art form have garnered interest from both tourists and researchers. Endeavors are currently underway to advocate for and safeguard this artistic practice as an integral component of Indonesia's cultural heritage (Zainuddin, 2018).

### **Traditional Patterns and Their Meanings in Lipa Sabbe Sengkang**

Various complex designs and motifs decorate the Lipa Sabbe Sengkang, a traditional Bugis sarong, each of which has its own meaning and importance within the broader Bugis culture. Bugis community has great cultural and symbolic importance on these designs, which have been handed down through the ages (Saharuddin, 2021). Let's take a look at the significance of some of the most common traditional designs in Lipa Sabbe Sengkang:

This design is easily recognizable by its use of vertical lines, as well as the combination of a number of different colors and threads to produce intricate patterns. According to Akbar (2019), Balo Tettong is a symbol of the harmony that may be achieved when religious philosophy and individual faith in God work together. The Bugis culture puts a premium on one's ability to maintain a strong relationship with the divine.

Balo Mallo'bang, with its striking resemblance to expansive squares reminiscent of the traditional Japanese textile pattern known as wasuji, encapsulates a profound meaning deeply intertwined with the fundamental idea of the four elements within both the human body and the larger cosmos. The design represents the four fundamental facets of human behavior—audible expression, verbal articulation, bodily involvement, and behavioral manifestation—in a symbolic way (Narayanan & Georgiou, 2013). Within the complex fabric of Bugis tradition, Balo Mallo'bang highlights the importance of honesty and good manners.

Young women who have not yet joined the institution of marriage are the most common wearers of the sartorial statement under discussion, and it has symbolic value tied to a woman's place in society. Balo Renni is a cultural sign that indicates a lady is single and highlights the importance of protecting her reputation and honor. Traditional Bugis society expects unwed young women to be calm and articulate, and this pattern's use of muted colors reflects that ideal.

The proposed design has elongated and high equilateral triangles, which symbolize the ancestors of the Bugis people (Hermawan, 2020). The respected position of the forerunners plays a key part in the intricate fabric of Bugis history, representing the community's fundamental foundation and tenacity. The Balo Cobo', traditionally worn by males at engagement ceremonies, is a beautiful symbol of a man's undying love for the lady who has stolen his heart and his steadfast promise to marry her (Saharuddin, 2021).

the Balo Bombang artwork as "distinguished by a sequential arrangement of isosceles triangles," which conjures up images of rippling water. The Bugis people are known for their outstanding skill in nautical navigation and their deep connection with the wide marine environment; this pattern serves as a profound expression of their community's collective soul. Ismail (2020) argues that Balo Bombang's story is illustrative of the Bugis people's resolute determination and unyielding will to succeed despite facing many challenges in their lives.

This pattern has eye-catching illustrations of colorful flower arrangements complemented by finely rendered foliage. These items symbolize the scenic town of Lagosi, which is located in the Pammana District of the highly regarded Wajo Regency in South Sulawesi. This beautiful silk fabric is a tribute to the community that inspired its delicate flower design. This particular item has come to represent the rich traditions and cultural identity of the Bugis people and is thus of great historical and cultural significance.

The Lipa Sabbe Sengkang has an array of beautiful patterns that accurately reflect the vivacity and variety of traditional textiles. The skill and knowledge of the artists who created these masterpieces are shown in the detailed patterns they depict. The Bugis culture is like a beautiful tapestry, with many generations' worth of stories, values, and beliefs woven into its unique patterns. The patterns observed in Bugis culture have more meanings than just their aesthetic appeal. The elaborate motifs shown in these aesthetically pleasing patterns have a dual function, as they both attract the eye and carry great symbolic importance in symbolizing the Bugis people and its cultural past.

### **Semi-Traditional Patterns and Modern Styles in Lipa Sabbe Sengkang**

Lipa Sabbe Sengkang is representative of the remarkable creative ability and innovative attitude shown by Bugis weavers since it combines traditional themes with semi-traditional patterns and contemporary aesthetics. The gradual development of these elaborate patterns has unfolded over time, as highly skilled craftsmen incorporate innovative weaving techniques and motifs, all the while honoring the profound cultural heritage of Lipa Sabbe Sengkang (Hermawan, 2020). In the present discussion, we shall embark on a scholarly exploration of the prominent semi-traditional patterns and contemporary styles that adorn the domain of Lipa Sabbe Sengkang. Our objective is to delve into the connotations and symbolic significance associated with these artistic elements.

#### **Semi-Traditional Patterns**

The pattern in question has a complementary combination of checkered motifs of medium size, expertly interlaced with gold threads using the well regarded Sobbi method. Saharuddin (2021) explains that the Sobbi method involves the creative use of gold or silver threads woven into the fabric. This intentional combination creates an embossed texture that beautifully decorates the silk fabric, increasing its visual appeal and attraction. Balo Sobbi Pucuk, like its traditional counterpart Balo Mallo'bang, represents the four tiers of behavior that are considered essential for males.

An beautiful interpretation of the classic Balo Renni, Balo Sobbi KDI has little checkered designs accented with sumptuous gold or silver threads delicately woven into each line. Sobbi KDI is a tribute to the influential KDI dandut program, which gained popularity around the same time as this new musical genre. The pattern in question affirms the underlying meaning of Balo Renni, which represents the single status of women and the need of protecting their social position in society.

Similar to the ancient Balo Tettong, Balo Sobbi Tettong creates a tapestry with heightened tactile richness by masterfully interweaving a sequence of vertical perpendicular lines with threads of gold or silver. In this way, the theme reflects the strong spiritual foundations of Bugis culture by serving as a powerful symbol of the fundamental relationship between humans and the almighty.

The use of a similar style to the famous Balo Sobbi Tettong helps to preserve the core values of Balo Mallo'bang by highlighting the immense value of the four categories of men's work. Balo Sobbi Lo'bang, a work of art, is characterized by a compelling arrangement of large squares embellished with stronger strokes. Gougung (Laoddang, 2011) is a method in which trained craftsmen carefully weave fine threads of gold or silver to increase its attractiveness. This design may be seen as a contemporary take on the classic Balo Mallo'bang, expanding on its underlying elements to create something even more beautiful than before.

## **Modern Styles**

Modern design under consideration has an eye-catching configuration of decorative equilateral triangles set such that they face one other (Poulin, 2018). The idea at hand reflects the universal principle of reciprocity, highlighting the critical need of doing good deeds to bring about beneficial consequences while avoiding negative forces.

This modern style takes its cues from the classic Bugis sailing ships, known for its unique phinisi shape, and has artfully organized portrayals of nautical elements like billowing sails (Hermawan, 2020). The Balo Phinisi is a tribute to the adventurous spirit of the Bugis people, who have a rich nautical history and a penchant for exploring undiscovered regions.

Elegant lontara script adorns this modern design, highlighting the meaningful words Sipakatau, Sipakalebbi, and Sigunakange that represent the heart of mutual respect and serve as a powerful reminder to treat others with respect. Balo Lontara lays a premium on encouraging mutual respect amongst people both inside the Bugis community and in their dealings with those from outside it.

The modern style of these butterflies is a fitting emblem for the famous metropolis of Maros. Maros has gained international acclaim for its groundbreaking butterfly breeding efforts, which have helped ensure the survival of this vulnerable species. The Bantimurung Tourism Park, a haven where butterflies may flourish and multiply, inspired this creative expression. Balo Bantimurung is a beautiful tribute to the rich biodiversity and mesmerizing natural beauty of the area, embodying the critical importance of environmental protection.

Balo Kristal, in its purest form as a work of art, defies reduction to any one meaning or connotation. According to the aforementioned remark, the weavers' propensity to experiment with new designs and themes is reflected symbolically in their work. Balo Kristal's superior quality is a reflection of the weavers' creativity in thinking beyond the box.

Stunning variety and ingenuity are on display in the innovative Lipa Sabbe Sengkang, which combines semi-traditional motifs with modern forms. This synthesis of styles represents the heritage's dynamic nature as it develops throughout time. Lipa Sabbe Sengkang's ongoing relevance stems from the way it harmoniously combines semi-traditional and current fashion trends with Bugis rituals and beliefs. This synthesis displays the adaptability of Bugis culture and guarantees its continuous significance in the modern period.

## **Cultural Identity and Tourism Potential of Lipa Sabbe Sengkang**

When it comes to protecting and passing on the Bugis people's rich cultural history, the Lipa Sabbe Sengkang symbol takes center stage. The respected Lipa Sabbe Sengkang has been an integral part of Bugis culture for centuries, permeating every aspect of everyday life. The Bugis people use this amazing relic in a wide variety of contexts, from rituals to everyday life. The sarong is a compelling expression of the deep cultural value and enormous historical history embedded in Bugis traditions, thanks to its intricately carved patterns and vibrant colors (Saharuddin & Rahman, 2021). Lipa Sabbe Sengkang is an ancient handwoven cloth that represents the skill, ingenuity, and artistry of the Bugis weavers in a physical form. This beautiful textile is a symbol of their dedication to carrying on the traditions of their ancestors.

Lipa Sabbe Sengkang has enormous potential to draw tourists to the area, and its preservation and promotion would be very beneficial to the local tourism sector. Tourists looking for authentic and immersive cultural experiences can get what they're looking for at Lipa Sabbe Sengkang, which is famous for its extraordinary cultural relevance and deep artistic worth (Hermawan, 2020). There has been a notable increase in tourists' interest in learning about native traditions and arts and crafts. In this light, the Lipa Sabbe Sengkang festival stands out

as a fantastic venue for showcasing the diverse Bugis cultural legacy and boosting the cultural tourist profile of the prestigious Wajo Regency.

Additionally, Lipa Sabbe Sengkang's tourist potential goes beyond only cultural exchanges. The traditional weaving process is a fascinating show for visitors, who get to see firsthand the unyielding dedication and extraordinary skill of the Bugis women. By using traditional looms and methods, these artists are able to produce high-quality textiles that are a reflection of their community's heritage and history. Visitors may learn about the complicated skills of weaving by taking part in seminars and demonstrations that put them in the middle of the action. This hands-on learning method not only improves comprehension, but also inspires true appreciation for the artistry involved.

Recent years have seen a rise in the popularity of sustainable and ethical tourism as more and more tourists look for ways to improve the lives of local people and save centuries-old trades and practices. Lipa Sabbe Sengkang is an excellent example of a tourist destination that adheres perfectly to the core principles of sustainable travel because of its historical and cultural relevance to the Bugis people. Wajo Regency has an opportunity to improve the lives of local weavers and provide a boost to the local economy as a whole by promoting Lipa Sabbe Sengkang as a model of sustainable tourism. In addition, this effort has the potential to play a crucial part in preserving and sustaining the priceless cultural history of this area.

It is essential to undertake smart marketing and promotional efforts to fully leverage the tourist potential of Lipa Sabbe Sengkang. Successful partnerships between local businesses and travel companies may help include Lipa Sabbe Sengkang experiences into larger tourist packages and itineraries. In addition, Lipa Sabbe Sengkang is able to reach a wider range of people all over the world because to the reach and accessibility of digital and social media. This methodical technique has the ability to capture and seduce curious, culture-curious people from all over the world.

## **Conclusion**

The traditional handwoven sarong is a beautiful manifestation of cultural history, bearing witness to the creativity, painstaking workmanship, and profound historical importance ingrained in the rich tapestry of Bugis traditions. With its complex designs and vivid colors, the Lipa Sabbe Sengkang is a wonderful example of the weaving skills of the Bugis people. The skilled craftsmen have successfully passed on their knowledge to new generations, guaranteeing that their unique history will be around for generations to come.

Lipa Sabbe Sengkang also has incredible potential as a tourist destination. Lipa Sabbe Sengkang presents an alluring opportunity to showcase the diverse Bugis cultural heritage and skilled craftsmanship in response to the rising desire for authentic cultural interactions and ecologically conscientious tourism alternatives. Strategically marketing the Wajo Regency as a sustainable tourist product has the potential to improve the living conditions of local weavers, empower the local community, and aid in the preservation of priceless cultural artifacts.

Strategic advertising and public relations campaigns are essential for the tourist business to reach its full potential. Successful partnerships between local businesses and travel firms may help integrate Lipa Sabbe Sengkang experiences into larger tourist packages. The distinctive services of Lipa Sabbe Sengkang may be more easily included into all-inclusive holiday packages because to these organizations' willingness to collaborate. Additionally, the use of digital channels provides a fantastic chance to disseminate Lipa Sabbe Sengkang to a worldwide audience. The mesmerizing sights and cultural wealth of Lipa Sabbe Sengkang may be better promoted by using the power of modern platforms like social media and travel

websites. Having a strong online profile helps attract prospective visitors from all around the globe, increasing the destination's demographic diversity. In conclusion, efficient use of digital platforms and smart partnerships with local companies may play a crucial role in incorporating Lipa Sabbe Sengkang experiences into larger tourist packages and increasing its appeal to a worldwide audience.

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