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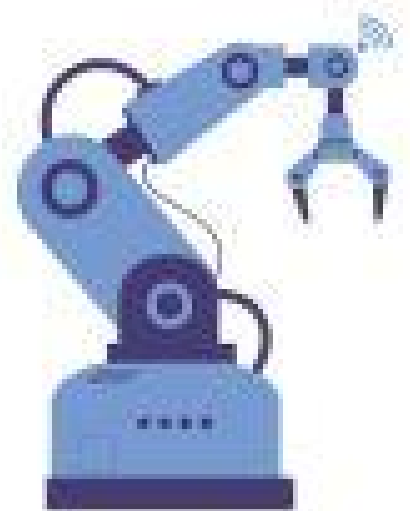
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ARTICLES

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Mapping of Regional Potential and Competitiveness in Constructing a Self-Reliance Model For Mentawai Indigenous Communities

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Abstract: This paper aims to map the potential of the region and competitiveness in constructing a model of self-reliance for the Mentawai indigenous peoples. Design/methodology/approach Techniques of collecting data by interviewing and studying documents and archives. The target respondents are government officials, tribal chiefs, teachers, clergy, and community leaders. Findings - The gross enrollment rate (APK) for elementary schools in 2021 is 115.91 percent; SMP APK is 86.54 percent; and high school APK of 67.07 percent. Practical implications collect data on Mentawai in an effort to build a recommendation namely 1) training for UMA members to determine appropriate training for UMA members, such as services, craft training, food processing, culture, religion, and so on; 2) Recording and enlivening the cultures that exist in UMA; 3) increasing capacity building and developing the character of UMA members, 3) Awareness of tourism potential; 4) Development of internet network and digital literacy. Originality/value this study analyzes a real picture of the Mentawai situation and conditions in an effort to develop so that Mentawai is able to develop in keeping pace with developments with other regions.

Keywords: UMA, Competitiveness, Underdeveloped Areas, and Local Potential

INTRODUCTION

Sustainable Development Goals (SDGs) are a development that maintains a sustainable increase in people's welfare, maintains the sustainability of people's social life, maintains the quality of the environment, and ensures justice and the implementation of governance that is able to maintain an improved quality of life. Efforts to achieve the SDGs target are a national development priority, which requires synergy of planning policies at the national level and at the provincial and district/city levels.

Regional economic growth is a process in which local governments and their communities manage existing resources and form a partnership pattern to stimulate the development of economic growth in the region. In an effort to achieve these goals, local governments and their communities must jointly take initiatives, therefore, local governments and their community participation and by using existing resources must be able to utilize these to design and improve people's welfare (Arsyad, 1999).

The Mentawai Islands Regency is one of the 3T areas (outermost, foremost, lagging behind) and is also the only Regency in West Sumatra which is still a disadvantaged area (Kemendes, 2020). Efforts to achieve a level of welfare are a form of implementation of equitable development, especially in disadvantaged areas. Therefore, it is necessary to develop a development strategy for underdeveloped areas as concrete steps that are integrated and directed at areas with social, cultural, economic conditions, accessibility, and availability of infrastructure that are still lagging behind. These conditions are generally found in areas that are geographically isolated and remote or far from the reach of provincial capital facilities.

Starting from the conditions of the Mentawai Islands Regency, it is necessary to map the potential of the area based on an educational, economic, and social approach, so that potential regional competitiveness will be obtained that will ultimately create community self-reliance through strengthening superior potential. An in-depth study is needed on the main resources that can be developed into unique strengths and skills possessed by the community as well as social capital that can accelerate regional development. The development strategy for underdeveloped areas, such as the Mentawai Islands Regency, should be carried out by combining the principles of modern development management with traditional local wisdom owned by the community, as well as socio-cultural values as development instruments, in order to obtain an integrated and cross-sectoral solution formulation.

Underdeveloped Regions

Definition of Disadvantaged Areas

According to the Presidential Regulation of the Republic of Indonesia Number 131 of 2015 concerning the Determination of Disadvantaged Regions in 2015-2019, underdeveloped regions are districts that are relatively underdeveloped compared to other regions on a national scale and have a relatively underdeveloped population. Underdeveloped areas are generally characterized by their relatively remote geographical location, or areas that are poor in natural resources, or prone to natural disasters. An underdeveloped area is an area within an area where physically, socially and economically its people reflect a delay in growth compared to other regions. According to Bappenas (2018), underdeveloped areas can generally be seen and determined based on their geographical location which can be broadly divided into two categories, namely underdeveloped areas in the interior and underdeveloped areas on remote islands. The conditions of underdeveloped areas in the interior are generally:

1. having very low natural resources (low soil fertility, being prone to landslides, prone to flooding, having limited water resources, featuring areas with steep topography, swampy/peat soils);
2. Natural resources have potential, but the area is not yet developed or is underdeveloped. Geographical conditions are generally in inaccessible areas, so that even though the location is relatively close, there is no access from the area to the growth center areas;
3. Relatively low mastery and application of technology due to lack of guidance and limited support for the technology infrastructure itself;

4. The availability or limitations of infrastructure and facilities for communication, transportation, clean water, irrigation water, health, education and others make it increasingly difficult for these underdeveloped areas to develop;
5. High economic disparities between regions (for example between the coast/coastal and the hinterland). The socio-economic structure of society is divided into several levels, for example traditional, semi-modern and modern society;
6. Low access to local growth centers such as sub-district capitals. Transportation costs are higher than the selling price of the commodity;
7. The low quality of human resources, both apparatus and society;
8. The quality and number of residents' houses are not yet adequate. The distribution of the population in the villages is scattered and in areas with heavy topography, making these areas difficult to reach;
9. Community members still do not know money as a means of buying and selling goods. In a society that is familiar with money, the process of accumulating capital from the people themselves has not been going well.

Meanwhile, the condition of underdeveloped areas in remote islands has the following characteristics:

1. The condition of small island communities in remote areas is still very marginal, so that it can be utilized by parties who have an interest;
2. There are 88 small islands which have a base point and are directly adjacent to 10 neighboring countries;
3. Limited facilities and infrastructure to carry out guidance, supervision and processing, especially for remote islands that are difficult to reach and are uninhabited;
4. The conditions of the islands at the border are generally very small islands that are very vulnerable to damage either by nature or by human activities;
5. Customs, culture and religion of small island communities that are specific and generally conflict with customs, culture brought by migrants/tourists, so that it will hinder the renewal process.

Policies and Development Strategies for Disadvantaged Regions

Looking at these problems, according to *Bappenas* (2018) to realize the success of achieving program goals and objectives, settlement of underdeveloped areas needs to use development principles, namely:

- 1) people centered; 2) environmentally sound; 3) culturally appropriate; 4) socially accepted; 5) non-discriminatory.

This principle is used so that activities for handling underdeveloped areas are not biased towards the interests of certain parties, which in turn can interfere with the achievement of program goals and objectives.

According to the Ministry of Villages, Development of Disadvantaged Regions, and Transmigration of the Republic of Indonesia (2018) to accelerate the development of underdeveloped areas, general policies are established in the form of: (1) partiality, (2) acceleration, and (3) community empowerment in underdeveloped areas. The policy for accelerating the development of underdeveloped areas is translated into operational policies by:

1. Improving the quality of human resources through meeting the basic needs of the community in accordance with minimum service standards in underdeveloped areas so that they are on par with the average Indonesian society,
2. Increasing the availability of economic facilities and infrastructure, including through the USO (Universal Service Obligation) scheme for telecommunications, pioneering for transportation, and electricity to enter the village,

3. Increasing community access to sources of capital, markets, information and technology,
4. Preventing and reducing the risk of security disturbances and disasters through the development of early detection systems,
5. Rehabilitating physical damage, as well as social recovery cultural, and economic consequences of natural disasters and conflicts,
6. Changing the orientation of the development of border areas from an approach that emphasizes more on security to an approach that places more emphasis on welfare and making it the front porch of the country as a center of economic growth, and
7. Empowering Remote Indigenous Communities (KAT) through increasing access to social, economic, and political services as well as the surrounding areas.

Public Welfare

Welfare is a system of life that is followed by a sense of peace for oneself, the household and the community which enables it to carry out the best possible efforts to fulfil physical, spiritual and social needs. Welfare is a measuring point for society which means that it is already in a prosperous condition. The definition of prosperous itself is the condition of people who are in a state of prosperity, in good health, and at peace, so that to achieve this condition the person requires an effort according to his abilities. Economists view welfare as an indication of individual income (flow of income) and purchasing power (purchasing power) of society. However, according to Imron (2012), people's welfare is understood as social welfare. in Article 1, paragraph 1 of Law No. 11 of 2009 concerning Social Welfare: "Social Welfare is a condition of fulfilling the material, spiritual and social needs of citizens so that they can live properly and be able to develop themselves so that they can carry out their social functions." Several indicators of improving people's welfare include:

1. a quantitative increase in income;
2. qualitatively better family health;
3. there is a family economic investment in the form of savings. Even though there is no clear substance limit on welfare, the level of welfare includes food, education, health, and is often extended to other social protections such as employment opportunities, old age protection, freedom from poverty, and so on.

METHOD

Data Collection Methods

Data collection techniques that will be carried out in this study are interviews and study of documents and archives. In-depth interviews will be conducted with government officials, tribal chiefs, teachers, clergy, and community leaders, while document and archive studies will be carried out by searching for and collecting archives that are appropriate to this research topic. Data analysis was performed using Interpretative Phenomenological Analysis (IPA) (Smith, J.A., Flowers, P., Larkin, M; 2009). The steps in the IPA analysis include:

1. Reading and re-reading. At this stage, the researcher reads and re-reads the original data. The researcher also wrote down interview transcripts from audio recordings into written form.
2. Initial notes. At this stage, the researcher will examine the contents of the interviews, both words, sentences and the language used by the respondents. Everything related to the discussion in the interview transcript will be written so that it makes it easier to identify the thoughts, perspectives of the respondents.
3. Developing emergent themes. At this stage, the researcher will bring up themes and conduct analysis simultaneously and connect existing data so as to form a pattern.

4. Searching for connections across emergent themes. At this stage, the existing themes are connected. Linking themes is done in the form of graphics or mapping and thinking about themes that correspond to one another. At this stage of the analysis, not all themes are combined.
5. Moving on to the next case. If steps 1 - 4 are completed, then continue mapping in other cases.
6. Looking for patterns across cases. The sixth stage consists of looking for patterns that emerge between cases.

RESULTS AND DISCUSSION

Mentawai Islands

District Location Of Mentawai Islands Regency

The Mentawai Islands Regency is one of the regencies in West Sumatra Province with a geographical position which is located between 0o55'00"-3o21'00" South Latitude and 98o35'00"-100o32'00" East Longitude with an area of 6,011.35 km² and a line of 1,402.66 km long coast. Geographically, the mainland of the Mentawai Islands Regency is separated from West Sumatra Province, namely the northern border is the Siberut Strait, the south is bordered by the Indian Ocean, the east is bordered by the Mentawai Strait, and the west is bordered by the Indian Ocean. The Mentawai Islands Regency consists of 4 large islands plus 98 small ones. The four major islands are Siberut Island, Sipora Island, North Pagai Island and South Pagai Island. The capital of the Mentawai Islands Regency is Tuapeijat which is located in North Sipora District with a distance of 153 km from the city of Padang. To reach the capital of West Sumatra Province, you have to go by sea or by using air transportation. Likewise, transportation from each sub-district capital to the city of Padang or to the regency capital must also be taken by sea. The territorial boundaries of the Mentawai Islands Regency are:

1. To the north it is bordered by the Nias Regency, North Sumatra
2. To the south it is bordered by the Pesisir Selatan Regency, West Sumatra
3. To the east it is bordered by the Padang Pariaman Regency, West Sumatra
4. The West side is bordered by the Indonesian Ocean

Mentawai Islands District Climate

The Mentawai Islands are bordered by the Indian Ocean and are located on the equator and have a climate with hot and humid air with high rainfall. Based on the climate pattern that exists in Indonesia, the climate of the Mentawai Islands Regency is influenced by the global dipole mode phenomenon which results in the circulation of the Monsoon season and Inter-Tropical convergence (PMK-BMG, 2008). The wind circulation moves towards the Northwest - Southeast resulting in a rainy season that lasts from November to March. The Southeast-West wind circulation will produce a dry season that lasts from May-October. Climatic conditions affect the sea surface temperature which causes the waters of the Mentawai Islands Regency to be inhabited by large pelagic fish. The weather in this area also often changes quickly, if the wind season is between August and September, it will cause high waves which can cause waves exceeding 2 meters. On the one hand, this will hamper sea transportation, but on the other hand, high sea waves will attract foreign tourists who want to surf. During the hurricane season, sea transportation that serves crossings as well as the mobility of goods, services and people is hampered.

Topography

The topography of the Mentawai Islands Regency is quite varied, starting from the lowlands which originate from the tidal type up to an altitude of 50 – 270 m above sea level. The topography of the Mentawai Islands Regency is divided into: 1) Coastal land/Flat land, 2) Low land, 3) Middle land, 4) High land. The land in the middle land is suitable for planting several plantation crops such as oil palm, areca nut and rubber. In terms of geology, Sipora and Siberut islands have clay bricks with igneous rock inserts in several places. The island of Siberut has a high sedimentation rate so that this island also has alluvial soil types that are not fertile. The situation on the island of Sipora is almost the same, namely the soil content is in the form of whitish clay.

Population and Employment

Number and Composition of Population Based on BPS data (2022), the population of Mentawai Islands Regency in 2021 will be 88,389 people consisting of 45,891 male residents and 42,498 female residents. To find out more clearly about the number and composition of the population in the Mentawai Islands Regency in 2021, refer to Table 4.2 below:

Table 1. Number and Composition of Population in Mentawai Islands Regency In 2021

No.	Sub-District	Male	Female	Total Number Of Residents
1.	Pagai Selatan	4.895	4.490	9.385
2.	Sikakap	5.309	4.927	10.236
3.	Pagai Utara	3.174	2.912	6.086
4.	Sipora Selatan	5.101	4.802	9.903
5.	Sipora Utara	6.292	5.936	12.228
6.	Siberut Selatan	5.171	4.868	10.039
7.	Siberut Barat Daya	3.736	3.390	7.126

Source: Mentawai Islands Regency in Figures/Statistics for 2022

Population Growth Rate and Population Density

The population growth rate of the Mentawai Islands Regency is an average of 13%. The highest population density is in North Sipora District with 44.88 people per Km² or 45% of the total population of Mentawai Islands Regency. North Sipora District is an area that has the largest population, namely 12,228 people. The population density in each sub-district in the Mentawai Islands Regency shows varying results, but it also shows that the population distribution in this area is uneven. The district with the lowest population density is the West Siberut District, which amounts to around 6.76 people/km². Based on these population density figures, it appears that in 1 Km² in the Mentawai Islands Regency with an area of 6,033.76 Km² inhabited by 88,389 people, there is only an average of 14.64 people/Km².

High population density has a strong attractive effect, both for people who are in the Mentawai Islands Regency area and from other areas outside the Mentawai Islands Regency, to live and carry out other business activities as a livelihood, so that the Districts in the Mentawai Islands Regency also benefit from this influence. Meanwhile, the Sikakap District used to have an area where there were timber companies whose activities were very advanced, causing many people to live there, taking advantage of the existing crowded conditions. In addition, this region has quite complete socio-economic support facilities compared to other regions. But at this time, the company was no longer active, and little by little people began to leave this area.

Based on gender, the male population is more dominant than the female. The male population is 51.92 percent (45,891 people), while the female population is 48.08 percent (42,498 people). This can also be seen from the sex ratio of 108, which means that for every

100 female residents there are around 108 male residents. Population density can be calculated based on the number of inhabitants for every 1 km². With an area of 601,135 km², the population density of the Mentawai Islands is 14.52 people/km². This means that every 1 km² there are 15 people living in that area. Based on the composition of the population by age group, the percentage of the productive age population (15-64 years) is greater than the unproductive age population, namely 68.02 percent. This indicates that the Mentawai Islands have the potential for human resources to be maximally empowered.

Employment Condition

Labor is part of the population that potentially plays a role in producing goods and services. Therefore, describing the population's potential to produce a region's output is necessary. The labor force is the population aged 15 years and over, consisting of working people and people looking for work. Meanwhile, the Non-Work Force comprises those who care for the household (RT), schools, and others.

Table 2. Labor Conditions

No	Type of Activity	Male	Female	Total
1.	Work Force	30,146	23,007	53,153
	Working	29,484	22,184	51,668
	Unemployed	662	823	1,485
2.	Non-Work Force	3,847	7,370	11,217
	Attending school	1,908	2,054	3,962
	Taking care of the	805	4,726	5,531
	Miscellaneous	1,134	590	1,724

Source: Mentawai Islands Regency in Figures/Statistics for 2022

The labor force participation rate (TPAK) is the percentage of the total labor force to the working-age population. In 2021, the TPAK of Mentawai Islands Regency was 89.96 percent. This means that out of 100 residents aged 15 years and over, 90 people can work. When viewed based on gender, female TPAK is smaller than male TPAK. The TPAK for men was 95.99 percent, while the TPAK for women was 77.11 percent. The labor force is classified into the working population and the unemployed. The percentage of the working force reached 96.02 percent, while another 3.98 percent belonged to the unemployed group.

Education

The gross enrolment rate (APK) shows the general population's participation level at a certain level of education. If the GER value is close to or more than 100 percent, it indicates that some residents attend schools that are not old enough or exceed the age they should be. The SD APK (Primary School Enrolment Rate) in 2021 was 115.91 percent which means that there are 15.91 percent of children aged other than 7-12 years old that are still attending primary school level. This phenomenon can occur because there are children who enter elementary school too early at the age of 5-6 years old or because there are still students who stay in class when they are over 12 years old.

The indicator used to show the number of school-age residents who have been able to take advantage of educational facilities according to their level of education is called the Pure Enrolment Rate (APM). The NER for SD in 2021 was 99.61 percent; NER SMP by 61.26 percent; and APM SMA of 41.28 percent. If analyzed based on the highest level of education completed, the population working in the Mentawai Islands mostly did not finish elementary school, namely 27.39 percent. After that, the majority of the working population had also just finished elementary school by 23.51 percent and the high school level of education was 22.67 percent.

With a low level of education, this shows that the quality of workers in the Mentawai Islands is still below average, and the majority of workers work as freelancers.

Table 3. Net Enrolment Rate (APM) and Gross Enrolment Rate (APK) by Education Level in the Mentawai Islands Regency in 2021

EDUCATION LEVEL	APM	APK
SD Primary School	99,61	115,91
SMP Junior High School	61,26	86,54
SMA Senior High School	41,28	67,07

Source: Mentawai Islands Regency in Figures/Statistics for 2022

The quality of the population in the Mentawai Islands Regency is reflected in the highest level of education completed. In relation to service activities, the higher the education level of the population in this coastal area, the more open they are to easily accept technological innovations to increase productivity, household income and environmental preservation programs, including coral reef conservation programs in their area. Conversely, the low level of education of the population will hinder them from accepting technological innovations developed in their area.

Table 4. Population aged 15 years old and over including the Work Force According to Education Completed in 2021

Highest Level of Completed Education	Work Force		
	Working	Unemployed	Total
Did not finish school or Primary School	13,633	142	13,775
SD/Primary School	11,701	-	11,701
SMP/MTS/Junior High School	7,956	476	8,432
SMA/SMK/MA/Senior High School	11,283	1,120	12,403
Diploma I/II	970	-	970
Diploma III	885	150	1,035
Diploma IV/ S1	26	-	26
S2/S3 Master's/Doctoral Degree	3,311	175	3,486

This study shows that the majority of the population (10 years old and over) is still very low (graduated elementary school and below), namely 83.2 percent. Of the total percentage, 45.5 percent are those who have never finished elementary school and have never attended school. When differentiated by gender, there is no significant difference between the male and female population, most of them only have primary school education and below. Only those who have completed primary school have a higher percentage of males than females. The low level of education of this population is clearly an obstacle in the introduction of environmentally friendly technologies to increase production, increase income and preserve their environment.

Social Economy

The skills possessed by coastal residents in the Mentawai Islands Regency related to fishing are still very limited. In general, they are only traditional fishermen with simple equipment, so their catch and productivity are still low. The main livelihood of the community is hunting, gathering forest products and farming. The Mentawai people still use the patrilineal kinship system in their economic endeavors. Each extended patrilineal family

will have a shared house called *Uma*. *Uma* is the residence of a patrilineal extended family, functioning among others; where various traditional ceremonies take place. The staple foods of the Mentawai people are sago, taro and bananas, while protein food sources are pork, fish, crabs and shellfish which are available in large quantities, and are more than sufficient because the area where they live is surrounded by the ocean.

Each extended patrilineal family will have a tribal garden: palm plantations, for sago to be harvested; coconut groves; banana garden; taro gardens and durian gardens and other plants; own livestock; such as pigs, chickens and some start raising cows. The people's main livelihoods are gardening and farming, with the main crops being sago (palm), banana, taro, coconut, and a number of market-oriented crops, such as; cocoa, areca nut, clove, *manau* and patchouli. The farming area is outside the residential area to the middle of the forest. Apart from cultivating crops, the community also has other livelihoods, such as raising livestock and fishing. This farming activity is carried out by both men and women and in general they will leave the house for a few days. Except for hunting, these activities are only carried out by men while women will stay at home to take care of the children. The results of the hunt will be divided equally among the extended family (one *uma*).

Tribe-Based Local Institution

The role of ethnic or kinship-based local institutions is felt by the community, not only in relation to the life-cycle ceremony but also in relation to meeting the economic needs of all members of the extended patrilineal family. Direct socio-economic assistance will be provided to all extended patrilineal family members who need it, especially if a family member is sick, dies or experiences other calamities. Meanwhile, to meet food needs, all members of the tribe can cut down sago trees that grow on land owned by the tribe. That is, the needs of all members of the tribe to meet food needs are fulfilled in a much more than sufficient amount, so there is no hunger among the Mentawai people.

Ethnic-based local institutional development can be seen in the context of planned efforts to develop human resource capacity and institutional capacity and improve and enhance the synchronization of work relations within the institution so that all administrators are encouraged to improve individual performance and institutional performance. There are several views on institutions as organizations and institutions as institutions. There are four ways to differentiate it:

1. that institutions tend to be traditional while organizations tend to be modern,
2. institutions come from the community itself while organizations come from above,
3. institutions and organizations are in a continuum where organizations are institutions that have not been institutionalized and
4. the organization is part of the institution.

Institutions (institutions) emphasize five things, namely:

1. with regard to social aspects,
2. relating to abstract matters that determine individual behavior in a social system,
3. relating to behavior or a set of rules of behavior or a steady way of acting and has been going on for a long time in people's lives,
4. emphasizing behavior patterns that are approved and have sanctions in people's lives and
5. institutional coercion is directed at standard ways to solve problems that occur in certain social systems.

The potential for tribal-based local institutions in the Mentawai community is still possible, if it is carried out in earnest, considering there are a number of weaknesses and strengths. Ethnic-based local institutions in the Mentawai community have several strengths, including:

1. in several tribes in Madobag Village and Matotonan Village, there are human resources at the tribal level who have completed undergraduate-level education;
2. there are human resources at the tribal level who have experience working in non-governmental organizations at the local and regional levels;
3. Tribes have assets in the form of land in sufficient quantities, but they have not been utilized;
4. social solidarity is still strong at the ethnic level and is a source of social energy to be developed;
5. in the context of developing cultural tourism, the role of tribal leaders in the life-cycle ceremony is very important, and the position of the Uma (traditional house that is used as a shared residence for all members of the tribe) is still the center of the socio-economic orientation of the members of the tribe.

Potential for Competitiveness of the Mentawai Islands Regency

The Mentawai Islands Regency is one of the underdeveloped areas located west of Padang City. This district is directly adjacent to the Indian Ocean to the west. As an area directly adjacent to the Indian Ocean, the Mentawai Islands Regency has beaches with excellent waves for surfing. In fact, this place is one of the best surfing spots in the world.

One of the good surfing spots is on Karang Majat Island. This island is in the Southwest Siberut District. As a world-class surfing spot, Karang Majat Island is visited by many foreign tourists. These tourists come to the island directly from the city of Padang. Even resorts where tourists stay have their own boats to pick up tourists who are going to surf. Thus, fewer tourists come to Karang Majat via Muara Siberut. However, the beaches in the Mentawai Islands are beautiful beaches and have good waves for surfing. On the other hand, as an archipelago regency, Mentawai Islands Regency has abundant marine resources. The Mentawai people work as fishermen as well as cultivators/farmers. The local wisdom of Mentawai fishermen needs to be emulated by other fishermen. Mentawai fishermen take (catch) enough fish to meet their family's needs and sell them to buy daily necessities. Most of the fish caught by Mentawai fishermen are tuna, skipjack tuna, tuna, and shrimp.

Most of the land in the Mentawai islands is used by residents for farming. Sago, coconut, areca nut, and banana are found in Mentawai. In addition, taro plants are also commonly found in the Mentawai Islands. The majority of the staple food of the population in the Mentawai Islands is sago. Apart from being a staple food, sago is also processed by residents as processed foods such as lime sago and *kaobbuk* sago. The Mentawai Islands Regency has a relatively large workforce potential. The majority of the workforce in Mentawai has the highest education at the high school level. This labor force mostly works in agriculture, plantation, hunting, and fishing. The number of people working in the service sector and the processing industry is still small. Most of the workforce working in the three sectors are male.

Culturally, the Mentawai people have strong customs. This custom is a unique one. The phases of life from birth to death, Mentawai people always perform traditional ceremonies. When building an *uma*, the community performs a ceremony before it is built. This ceremony is commonly called *Panaki*. One *uma* will be inhabited by a tribe that has a bloodline and other members who belong to a particular tribe. Mentawai has many tribes, including Sakerebau, Sakerepak, Lagon Sangon, Salabbekeu, Siritoitet, Saroro, Sapojai, Sagulu, Saumanuk, Saurei, Samakalek, Sangonian, Sangaimang, Sauddeinuk, Tasiriberu, Satepu, Sabelegen, Tasirileleu, Sakelak Asak, Sirirate, Sanene, Sakoipia, Sakarigi, and so on (Rudito, 2016).

In the culture of the Mentawai people, each tribe lives in an *uma*, which is the traditional house of the Mentawai people. Activities related to ethnic groups always occur in

this *uma*. The *Uma* forms the center of Mentawai community activity. For tourists, the activities in the *Uma* form the main attraction. When *Uma* members make souvenirs, tourists can see directly the process of making these unique souvenirs. The potentials mentioned above can be used as a source of local revenue. The introduction of technology and training related to the existing potential needs to be carried out in the Mentawai Islands Regency. Community empowerment needs to be carried out continuously and there needs to be assistance from related parties.

Potential Reinforcement Model

Mentawai people need to be culturally aware and tourism-conscious. Cultural awareness must be developed both formally and non-formally. The government needs to preserve regional cultures in accordance with Law No. 5 of 2017. The law aims to: 1) develop noble values of national culture, 2) enrich cultural diversity, 3) strengthen national identity, 4) strengthen national identity nation, 5) educate the life of the nation, 6) enhance the image of the nation, 7) realize civil society, 8) improve people's welfare, 9) preserve the nation's cultural heritage, and 10) influence the direction of development of world civilization. The objects for the promotion of culture include oral traditions, manuscripts, customs, rites, traditional knowledge, traditional technology, art, language, folk games, and traditional sports. Cultural preservation can be carried out in various forms such as the school curriculum, training related to culture, community empowerment, activating vocational training centers, and so on.

The most strategic cultural preservation effort is through education. The Independent Curriculum provides a space for teachers to teach culture through dance, music, fine arts, and theater as well as through cultivation crafts, craft crafts, and processing crafts (Kemendikbudristek, 2022). In the teaching modules created, the teacher can direct the content and culture-based learning strategies. The learning strategy used should enable students to think through simple problems and projects. The development and cultivation of student character can be accomplished through the *Pancasila* Student Profile.

Mentawai community empowerment will be more effective if the empowerment is based on *uma*. The activities are directed and involve the *uma*. Adapting the one village one product concept (Murti, Harianto, & Sutawa, 2019; Batalhao & Bostanci, 2019; Wahyudi, 2017), the “one *uma*, one product” concept seems to be applicable to Mentawai people. The community, without leaving the *uma* can work on a predetermined product that supports economic development in Mentawai.

The training provided needs to be studied more deeply in order to meet the needs of the community. Vocational Training Centers need to conduct training in a practical form. The training is aimed specifically at the young Mentawai generation. The training also includes training in the field of information and communication technology so that people can use devices to carry out online promotions and marketing. These practical trainings will motivate the community to pursue the field being trained.

Communities need real results and examples of successful training. The main difficulty in entrepreneurship is marketing. Marketing is the key to entrepreneurial success alongside finance and production. However, to introduce products resulting from training in the market requires a long time. This is contrary to the community's desire to get results from the training immediately.

The district government and village government need to become a catalyst and facilitate the products resulting from the training so that they are known by the public. For example, training on processed food products. The district government and/or village government use processed food products as consumption at meetings organized by the district/village. The district government can also issue a letter/appeal to use local products,

especially those resulting from training or those produced by cooperatives, BUMDes, MSMEs in the area.

The government needs to improve infrastructure in the Mentawai Islands Regency. Development in the infrastructure sector will open and facilitate access and public relations for trade and tourism purposes. Several roads and bridges have been built in Mentawai. However, the development of inter-island transportation has not shown significant results. Cooperatives and BUMDes are directed to assist the community in distributing goods which are produced by families (*uma-uma*) both online and offline. Increasing the role of cooperatives and BUMDes in economic activities is carried out by increasing capacity building. This capacity building includes awareness of the good management of finance, marketing, production, including character strengthening and good practices that have been going on so far. Communities need to be involved in tourism activities. Communities who will be involved in tourism activities need to be given training in serving guests and providing accommodation.

CONCLUSION

Based on the discussion above, some conclusions that can be drawn are:

1. The Mentawai Islands Regency has enormous potential for cultural, religious, and natural tourism. The culture owned by the Mentawai people is extremely varied and of high value. The belief of the Mentawai people in the harmony of nature is a special attraction for tourists. On the other hand, Mentawai has natural scenery, especially beaches which are very beautiful and have good waves for surfing.
2. Economic, social and cultural empowerment can be carried out based on *uma*. The one *uma* one product model can also be applied to the Mentawai Islands Regency. Several tourism training and awareness programs can be carried out on an *uma* basis by first conducting a needs assessment for each *uma*.

SUGGESTION

Based on the results of this study, some suggestions that can be put forward are:

1. It is necessary to carry out a needs assessment to determine the training for each *uma* so that it is right on target.
2. Each interested party needs to work together to build through community empowerment in Mentawai.
3. Further research is needed related to the implementation of *uma*-based training/empowerment.

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