

## **CHAPTER IV**

### **The Strategies of Lembaga Adat Melayu Riau (LAMR) to make Malay-Indonesia as an International Culture in ASEAN Socio-Cultural Community Era**

The government and society are increasingly aware of how rich and magnitude of culture asset of Indonesia after Southeast Asia country, Malaysia 'introduces 'nation cultures as its own. Many institutions and nations people also aware wealth cultural can make assets to increase living cost and society welfare. One of way to reach it by tourism based on culture or well known with culture tourism. Moreover, nowadays Indonesia called with economic terms and industry creative.

In the past, within the condition and potential of Malay culture can got the concrete evidence about Malay culture's excess as integrative factor for the formed and the continuity of Indonesia which based on Bhinneka Tunggal Ika. Indonesia society has culture elements as Malay language which to be determinant factor for nations identity that spread in world especially Indonesia. Nations identity began since the ancestors in Nusantara island continue the development of Sriwijaya kingdom in 7<sup>th</sup> century, then followed by Prabu Mojopahit, and continued by royal religion of Islam like Aceh, Mataram, Malacca, Johor-Riau, Johor-Riau-phallus-Pahang, the kingdom of Ternate and Tidore, Goa Tello, Bugis-Makassar and other kingdoms.

Therefore, in order to maintain and to conserve Malay culture which is almost gone, Lembaga Adat Melayu Riau wants to make Indonesian Malay culture as the culture of the world in ASEAN Socio-Culture Community era. This thing aimed to preserving and maintaining the repertoire of Malay culture who became one of the hallmarks of the Indonesian nations so not to extinct and can be maintained throughout the times. Beside that, this thing aimed to ASEAN society know more about Malay culture and the desire Lembaga Adat Melayu Riau to realize the vision of the development of Riau 2020 was “ the realization of Riau Province as a center of economy and Malay culture in religious community, prosperous, internal and external emotional in Southeast Asia year 2020”. Because of that, needed some steps of strategic to make Indonesia Malay culture as an international culture in ASEAN Socio-Culture Community era by Lembaga Adat Melayu Riau are cooperating with the government of Indonesia and countries in Southeast Asia, improve and develop the Malay culture through promotion , education both inside and outside the country, especially the Southeast Asian regions.

#### **A. The Cooperation between Lembaga Adat Melayu Riau with the Government of Indonesia**

The cooperation between Lembaga Adat Melayu Riau with the government of Riau is the form and a grant was given by the government to the Lembaga Adat Melayu Riau. The activities organized by Lembaga Adat Melayu Riau is held with the funds. Lembaga Adat Melayu Riau included the criteria for grants awarded by the government of Riau, in which the criteria

are to increase government functions, basic public services, and community empowerment.

The cooperation between Lembaga Adat Melayu Riau with Fahmizal Usman, the head of the department of tourism and economy creative state that,

”through the launch of the tag line ‘Riau :The Homeland of Malay’ , the department wants to reinforce Riau as the center of Malay which rich diversity of tourism potential that deserves to be visited by travelers in national and international”.

Through the spirit of the tag line, Lembaga Adat Melayu Riau and the department of tourism and economy creative will continue to push the number of national and international tourists to visit Riau, this thing in order to succeed vision and mission Riau in 2020 and made the Malay culture into an international culture.

The chairman of the Lembaga Adat Melayu Riau, Al Azhar also welcomed the launching of the tagline “The Homeland of Malay” . Within the tagline, based on Al Azhar, “the achievements of culture development should not stop against symbolic construction or others”. Al Azhar added that "the human development of Malay culture through education is very important. There is a focus there and through the world of educators, the spirit of Malay culture drain to everybody to be The Homeland of Malay” (riaunews, 2015).

Beside the grant of funds assistance from the government of Riau to Lembaga Adat Melayu Riau, there is a form of cooperation between Lembaga Adat Melayu Riau with relevant institutions, such as the department of settlement and regional infrastructure (infrastructure services) aimed to

organize and arrange the form of office buildings and government buildings which was uses Malay architecture along with the history and philosophy.

Then, there is the cooperation Lembaga Adat Melayu Riau with the department of education which working together to socialize curriculum of Malay culture of Riau in order to include the load local subject.

The last, the Department of Tourism which is do the cooperation with regional secretary in Bengkalis district province of Riau, invites all the chairman of the Board Executive Committee (DPH) of Lembaga adat Melayu Riau in Bengkalis to preserve the customs and Malay culture together especially for the youth generation.

Regional secretary of Bengkalis states that, *"Nowadays, youth generation were faced with the shifts and changes in cultural values, ranging from urban to all corner township. It is not separated from the negative influences of technological progress that brings a variety of changes in the order of human life"*.

The purpose Lembaga Adat Melayu Riau hold the collaboration with Bengkalis district is for the all entire board Lembaga Adat Melayu Bengkalis should be able to give instruction concerning about indigenous Malay culture. The strengthening of religion is an important key to prevent influence in global competition.

Burhanuddin, one of Malay community leaders and the announcer of Malay in Riau states that, "the youth generations will be encouraged to sitting

together through traditional institutions or through each parents to preserve the customs and culture".

According to him, the step is necessary because Malay culture should not been gone because of the progress of the times and the influx of foreign culture. However, Malay culture should be one of the strongholds of good behavior in the life of society".

The announcer of Malay explained that, within the strengthening of the customs and religion, it is a step strategy in efforts to prevent and defend the young generation from negative influences such as the current emerging effect of drugs and radicalism. Especially at the end of 2015 with the establishment of ASEAN Economic Community (MEA), which marked by global competition, the young generation needs a strong foundation. Malay culture and strengthening of religion are important keys to prevent the influence of global competition (Headline, 2016).

## **B. The Cooperation of Lembaga Adat Melayu Riau with ASEAN countries**

### **1. Lembaga Adat Melayu Riau's cooperation with the Central Council of Singapore**

Lembaga Adat Melayu Riau and Central Council of Singapore established the cooperation in five subjects such as education, arts, tourism, culture, and development of community economy, to increase peaceful society and preserve the Malay culture. Based on data from Koran Jakarta,"by implementing this cooperation, this is efforts in the

fight for the ideals of the ancestors of the Malays to preserve Malay culture" (Nusantara, 2008).

Malay society is large society and spread in all over the world. There are many Malay people who have been contributed the knowledge and thoughts to the world. However, until now Malay society had least cooperation together to improve the well-being and preserve their culture so the cooperation between Malay group of Indonesia and Malay group of Singapore is considered essential to further tighten the relationship and cooperation between Malay societies in both places.

The cooperation undertaken this time have been less intensively that the cooperation increased together with the Central Council of Singapore, which is the parent organization of Malay in Singapore, is considered important to increase peaceful and preservation of Malay culture (Nusantara, 2008). Some activities will be shown in Attachment 1.

**2. Lembaga Adat Melayu Riau cooperation program with the Centre for Malay in Ministry of Education of Singapore (*Program of Penyerapan Guru Kanan 2015* )**

There are 12 Malay Guru Kanan (senior teacher) from Singapore who followed *Penyerapan Guru Kanan 2015* for 10 days in the province of Riau, on 18 to 27 March 2015. This activity was a follow up of the visit of Singapore vice minister education to Lembaga Adat Melayu Riau and several institutions and places in Riau, at the end of years 2014.

The activities are recommended and sponsored by Malay centre language of Singapore and Ministry of education of Singapore in collaboration with Lembaga Adat Melayu Riau.

According to Al Azhar, “the teachers who follow in this program will got the lectures and discussion about Malay, visit the historical places in Riau, watch and learn the activities Indonesian language in two elementary schools (SD) in Pekanbaru and conversed with teachers in school it” (goriau.com, 2015).

Al Azhar explains that, a number of leaders and experts will appear as lecturers and share his thoughts in front of the Singapore right teachers. The activities will be explained in attachment 2.

### **3. The cooperation between Lembaga Adat Melayu Riau with Malaysia**

In the program of "*Jejak Budaya antara Siak Sriinderapura*", the spesial authorization of indigenus Dato Istana Besar Seri Menanti Negeri Sembilan Darul, Malaysia visited Lembaga Adat Melayu Riau to explain the cooperation between Lembaga Adat Melayu Riau with the government of Negeri Sembilan year 2014.

According to Riau Pos, H Ibrahim Bin Dato Jahya, former aligning customs, Istana Besar Seri Menanti Negeri Sembilan, said that the activity of cooperation aims to track back the history of Malaysia in Negeri Sembilan with the origins in Sriindrapura Siak, Riau.

Actually, all of countries brothers allied and then separated because the act of the invaders in the past. Then, a lot of similarities between Malay

community with Negeri Sembilan in Riau. For the example is dialect, as well as traditional house, said Dato H Ibrahim. Since in Riau, the participants of this trip was a visit to the Regency Siak and then went on to Pekanbaru visiting historical places of Siak Kingdom Sriindrapura in the past. The meetings and discussions hoped to be held in the next period because within next meeting the society know that Malay in Riau same with Malay in Negeri Sembilan.

The Chairman of the Assembly density custom (MKA) Lembaga Adat Melayu Riau, Tenas Effendy accompanied by Chairman of the daily executive board of Lembaga Adat Melayu Riau, Al Azhar revealed the importance of preserving traditional values and culture of the Malay especially for the youth generation. It is because, according to him, people separated because of the invaders that divisive Malay society.

The youth generation is the one who should guarded and the preserve the customs and culture of the Malay in the next period. Tenas Effendy added, Lembaga Adat Melayu Riau has efforts to preserve the Malay culture, one of the efforts is every people in Riau must wearing Malay clothes in weekend. Eventually, the efforts included to use the Malay language daily in a week (Riaupos, 2014).