The Identity of “Negeri Seribu Suluk” as a Control and Effort to Prosper the Society in Riau

Roni Setia Nugraha1*, Andre Rahmanto1 and Agung Satyawaan1

1Sebelas Maret University
*ronisetia378@student.uns.ac.id

Abstract
This study discusses the control and effort to prosper society. Negeri Seribu Suluk is a tagline as well as a regional identity that the government used to control and prosper the society. The advancement of the era due to digitalization and excessive information accessed causes social diseases. The dialectic of identity and prosperity emerges as a result of social diseases thus becoming a barrier to society 5.0. This study aims to examine the efforts to control and prosper the society through the identity of Negeri Seribu Suluk using identity theory associated with the concept of social welfare. The results showed that: the Islamic infrastructure establishment, conveying the identity meaning, forming religious mentality, highlighting identity reputation, implementing religious activities actively and centrally, controlling social diseases and building relationships between government, customs, religion, and society. This is the government’s effort to control and prosper society. Society welfare has decreased due to the ineffective construction of identity and led to a dialectic between the society, political, customary, and religious figures to the government. Increasing digital media use is an effective solution to achieve a 5.0 society that is prosperous based on the identity of the Negeri Seribu Suluk.

Key words: prosperity, regional identity, society control

Introduction
Society 5.0 is a technology–based and human–focused society concept developed by Japan. This is the era where all technology becomes part of humans themselves. In society 5.0, new values and lifestyles are used as solutions to overcome human diversity and economic problems in the future (Suherman, Musnaini, Wijoyo, & Indrawan, 2020). The implementation of a new concept seems difficult, it can be seen from the problems still visible in developing countries such as Indonesia, but it is possible to be implemented. Digitalization and technological advances are the backgrounds of the increasing internet use in Indonesia every year. Based on the survey results of the Asosiasi Peryelenggara Jasa Interet Indonesia (APJII), there are 210.03 million internet users in the country for the period 2021–2022 (Bayu, 2022). Nowadays, the Indonesians are unwittingly accelerating the digital transformation to enter the digital society or society 5.0 (Ramadhan, 2020). Badan Standarisasi Nasional (BSN) reminded the importance of preparing the standardization to enter the era of society 5.0, where technology and humans will change the development of human civilization (Rikin, 2019). The government plays a role in controlling the problems that arise
as a result of digitization which causes social decline in society. The Indonesian government has made many efforts to control this in order to achieve a level of prosperity.

Rokan Hulu Regency is a district in Riau Province that applies the concept of city branding. The city branding concepts have been used since the establishment of Rokan Hulu Regency. This concept hopefully will become an important study in the future to be developed as result it becomes society prosperity concepts. One of the concepts is to establish an identity and tagline as an identification, namely "Negeri Seribu Suluk" since 1999.

Negeri Seribu Suluk has a very high Islamic connotation. The determination of the identity of Rokan Hulu Regency as Negeri Seribu Suluk aims to provide a slogan as well as a distinctive tagline with Malay cultural values, based on a history of experience with strong values, by carrying out religious traditions from generation to generation and accepting diversity. Identity is strengthened in PERDA No. 03 of 2018 concerning Rokan Hulu Regency as Negeri Seribu Suluk. Suluk itself has the meaning of a journey for people who walk (salik) to Allah SWT, or it can be interpreted as a group of people who worship to Allah SWT. Seribu Suluk describes the enthusiasm of the people who carry out Suluk activities (Pemerintah Daerah Kabupaten Rokan Hulu, 2018). The purpose of implementing the identity of Negeri Seribu Suluk is one of the efforts of the government to control society from disgraceful acts, which arise as a result of world developments. In addition, identity is used as a concept for the prosperity of the society in Rokan Hulu Regency with an Islamic style.

The new era has polluted various fields such as politics, economy, socio–culture, defense, security, and information technology. Prosperity is not only seen from an economic perspective, there are several factors that support prosperity in society, such as social society, peaceful living, and the achievement of subjective life satisfaction. Digitization causes new problems in the elements of society. The danger of excessive information due to the internet is causing increasing social diseases in society among adolescents and adults. The increasing of social diseases such as drugs, prostitution and liquor is one of the consequences of advances in technology and information. The dialectic between elements due to the social diseases arising potentially reduces the meaning of identity and cannot be avoided in Rokan Hulu. The researcher was interested to investigate this issue. Dialogic and digitalization will be risen as a concept aimed to solve problems and to provide solution for the government of Rokan Hulu.

This study used 2 concepts in answering the problems presented above, they are:

**AC₂ID Test Balmer (Regional Identity Categorization)**

AC₂ID Test Balmer is an identity concept that is used to categorize regional identities, as well as measure the achievement of the realization process. AC₂ID is:

a. Actual Identity: Covers the services and facilities that exist in an area and the frequency which the area appears in the media.
b. Communicated Identity: Primary communication is tangible (product) and intangible (service) which is facultative and is the obligation of the city government; secondary communication, namely advertising and public relations (communication controller); tertiary communication, namely WOM.
c. Conceived Identity: City image, reputation and brand
d. Ideal Identity: positioning is deliberately and consciously chosen by the city.
e. Desired Identity: vision, mission, basic values and leadership (Trueman, Klemm, & Giroud, 2004).

**Public Welfare**

The concept of welfare is developed more broadly than just measuring the nominal income aspect. Prosperity is achieved based on two things according to Campbell (1976) in Milligan et al., (2006), namely subjective welfare and objective welfare. This study used a subjective welfare approach, which is measured by the level of happiness and satisfaction felt by the society. The welfare function according to Friedlander and Apte in Fahrudin, (2014):

a. Prevention Function: Social welfare is aimed at strengthening individuals, families, and societies, in order to avoid social problems.
b. Healing Function: Social welfare is aimed at eliminating conditions of physical, emotional, and social disability so that people who experience problems be back functionally in society.
c. Development Function: Social welfare functionally contributes directly or indirectly to the process of development resources in society.
d. Supporting Functions: This function includes activities that helps to achieve the goals of other sectors or areas of social service.

The function is used to measure the effort and control of the government. Brudeseth, (2015) states that welfare as a quality–of–life satisfaction aims to measure the position of society members in building a balance of life including material welfare, social welfare, emotional well–being, and security.
Previous studies were used in this study as references in the preparation and analysis guide. Kayano Fukuda, (2020) found that prospective model of science, technology, and innovation activities was used to create value for society and it was very important to reduce risks and to revitalize productivity and growth in Society 5.0. In addition, Patricia L. Dunmire, (2019) conducted a study about the future in American National Identity. The results demonstrated that the space–time embedded in the text, the relationships and contrasts they establish, and how identity contrasts operate to legitimize and ultimately universalize future projections based on goals, history, and identity of America's "great future nation". The theory used in this research is modernization theory. Moreover, Jagna Nieuważny et al., (2020) conducted another study about the relation and morality correlation in age of society 5.0. The results of the study showed that the development of society 5.0 the meaning of religion in social society were not lost. There were only a few terms that lost their original meaning due to development and made cross-expressions.

The difference of previous study and this research lies in the focus, problems and objectives under study. This study focused on the role of identity in controlling and attempting the society welfare towards digital society, using the theory of identity and welfare. Similarity, this study investigated the effort towards society 5.0 and the role of identity as an object of welfare.

Method

This study used qualitative descriptive method, where the research tried to provide a careful description of a particular individual or group and the study used to measure the depth of a phenomenon that occurs (Moleong, 2012). Data sources in this study are primary and secondary data. Primary data were collected through spoken words related to the problem under study. Secondary data were collected through previous research and archival data that support this research.

Data collection techniques in this study consist of interviews, observation and literature studies. The research was conducted in the scope of Rokan Hulu Regency. Interviews were conducted using purposive sampling technique to determine informants in this study. The are 15 interviewee who have a role in constructing the identity of Rokan Hulu. It consisted of 5 from the government, 4 from customary and religious figures, 2 from businessmen, 2 from political figures, and 2 from the society who were considered to have a role in constructing the identity of Rokan Hulu. In addition, the researchers conducted information through literature studies in PERDA archives, news media, and several articles that support this research.

Results & Discussion

Results

Based on the primary and secondary data results, the researcher found that effort made by the government in controlling and improving the welfare of the society were consisted of: (1) Control: the control carried out by the government was to provide counseling and prevention towards things that have the potential to undermine the society personally, preventing people from becoming perpetrators of social diseases. Identity was formed to direct society and restrain negative things that have the potential to cause social diseases. (2) Prosperity Efforts: (a) Society empowerment through religious activities: centralized implementation of Haul Tuan Guru, implementation of mandatory congregational prayer regulations, supporting the indigenous society activities, implementation of religious activities. (b) Highlighting the region reputation as well as the establishment of infrastructure facilities: establishment of the identity icon of the Negeri Seribu Suluk, construction of the Islamic Center Mosque which became 5th best mosque in Indonesia in 2017, construction of religious facilities such as mosques, Suluk houses, religious tourism, and history sites. (c) Identity communication: building monuments, roundabouts, royal tombs, religious tourism, raising issue about Negeri Seribu Suluk in the media, socialization by the government, and MUSREMBANG. (d) Controlling social diseases as an effort to prevent changes in the meaning of identity: controlling alcoholic beverage businesses, controlling traditional beverage businesses (TUAK), controlling karaoke comprising prostitution, and increasing drug problems. (e) Establish relationships with elements of society: between the government, political figures, religious figures, traditional figures, businessmen and the society. The results showed that there was a decline in construction by the government, which resulted in dialectic of identity and social welfare subjectively.

Discussion

This study is interpreted with the concept of subjective welfare that focuses on satisfaction, emotion, and psychology in society. Based on the results, the researchers discussed the government's efforts with the concept of AC2ID Test Balmer categorization: Actual Identity as evidenced by the establishment of Islamic infrastructure services & facilities. Communicated identity is evidenced by efforts to show the reputation of identity and convey the meaning of identity. Conceived identity is proven by actively and centrally implementing religious activities, as well as the formation...
of an Islamic mental society. Ideal identity is evidenced by the process of identity formation based on history and the purpose of identity formation. Desired identity is proven by efforts to build relationships between government, customs, religion, and society, and controlling social diseases that cause a decrease in the meaning of identity. The efforts are made based on the identity of the "Negeri Seribu Suluk" which is rich in religion and culture.

The level of achievement of control and efforts to prosper society is seen based on the function of social welfare. The welfare functions that have been achieved according to the analysis are prevention functions, development functions, and support functions. The healing function is considered weak because in solving the social disease problems, the government has not been able to provide solutions to reduce its growth.

It is known that the dialectic of identity and welfare occurs because of the decline in construction and efforts made by the government in realizing identity. The government is considered less than optimal in communicating the true meaning of identity and the forms of effort that have been carried out to the society. This happens because the government is less effective in using digital media. The public is considered less aggressive in digging for information, causing misinformation, in which information is already available in the media even though it is minimal.

The solution that must be done by the government is to communicate optimally to avoid the occurrence of dialectics of the true meaning of identity, limited information reaching the public, and fraud by businessmen. The role of dialogical theory according to Baxter (2004) is very meaningful in solving the dilemmas that occur in Rokan Hulu, besides that new media theory and digitalization also have a big influence in achieving communication success.

In line with the concept of society 5.0 which states that humans control progress. The application of digitalization in communicating should be able to improve subjective welfare which is expected in society 5.0.

Conclusion

Based on the results, the efforts made by the government of Rokan Hulu in controlling and prospering society through the identity of the Negeri Seribu Suluk are considered good. The efforts carried out include: establishing Islamic services and infrastructure facilities, highlighting identity reputation, conveying identity, implementing active and centralized religious activities, forming a mentally Islamic society, building relationships between government, customs, religion, and society as well as controlling diseases that have the potential to undermine the meaning of identity. The efforts carried out had been constructed since the establishment of Rokan Hulu. The welfare achieved from these efforts fulfilled the functions of prevention, healing, development, and support in accordance with the concept of social welfare functions. The decline in construction by the Rokan Hulu government had let to a dialectic of identity among elements of society and had caused a subjective decline society welfare. Dialectics is also caused by people who are less aggressive in seeking information. The application of digitalization in communicating should be able to improve subjective welfare which is expected in society 5.0.

References


