**Rambu Solo Wedding and Funeral Traditions of Toraja Land People to Attract Global Tourism Islamic Law Perspective**

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**ABSTRACT:** *As a local tourism destination, Rambu Solo has also become a source of economic income for the people of Tanah Toraja. In this in-depth analysis, the research illustrates how Islam views cultural diversity as a sign of God's greatness and encourages its people to celebrate and respect such diversity. This study aims to investigate Islamic views on the Rambu Solo ceremony, focusing on positive values such as tolerance, brotherhood, and intercultural mutual understanding reflected in interactions between local communities, tourists, and Muslim communities attending the ceremony. In addition, this study also aims to understand the positive economic impact of global tourism on these traditional ceremonies from an Islamic perspective, by assessing the positive contribution to local economic growth and the welfare of local communities. The results of this study reveal that Islam provides a view that supports respect for cultural diversity, positive values upheld, a positive economic role, and an important balance between local culture and religion in the context of Toraja Land. This research presents a better understanding of how Islam can play a role in respecting and understanding this phenomenon without neglecting religious principles, as well as its impact on Muslim societies and local communities. The analysis also emphasizes the complexity of the relationship between culture, religion, and global tourism in the context of Toraja Land.*

**Keywords:** *Rambu Solo, Traditional Ceremony, Toraja, Global Tourism, Islamic Perspective.*

1. **INTRODUCTION**

Local Indonesian culture is an expression of identity and cultural heritage that develops in various regions throughout the Indonesian archipelago ([Azhar Alam, Zulkifli, and](#no4) [Nurrahman](#no4), 2023). It covers the language, customs, art, music, dance, and values that distinguish each ethnic group and region in Indonesia. The local culture reflects the tremendous diversity in Indonesian society, which consists of thousands of islands and diverse ethnic groups. Each local culture has its characteristics and valuable contributions in shaping Indonesia's national cultural diversity ([Kausar and Gunawan](#no25), 2018).

The Toraja tribe is one of the ethnic groups inhabiting the Tanah Toraja area in South Sulawesi, Indonesia ([Gholib et al](#no18)., 2020). They have a very rich and unique indigenous culture that includes wedding and funeral traditions that have become a great attraction for tourists. The Toraja tribe is known for their traditional house called "Tongkonan," which has distinctive architecture and deep symbolic value in their culture. Carving, traditional dances, and handicrafts are also an important part of Torajan culture ([Girikallo et al](#no19)., 2019; [Siahaan, Sudarwani, and Widati](#no35), 2021). The uniqueness of Torajan culture includes the incorporation of traditional values with religious influences, including Islam and the local religion "Aluk Todolo." Toraja culture is one of Indonesia's valuable assets that attract global tourists and contribute to the country's cultural diversity ([Kuba, Sahabuddin, and](#no27) [Hildayanti](#no27), 2023).

Traditional ceremonies have an important role in the life of the Toraja tribe in Toraja Land, South Sulawesi, Indonesia ([Aulia and Nawas](#no11), 2021). One of the most prominent traditional ceremonies is "Rambu Solo." Rambu Solo has two main variants: Rambu Solo Wedding and Rambu Solo Funeral ([Jefriyanto, Salu, and Pawarangan](#no24), 2022). Solo Wedding Signs, as shown in Figure 1. is the sacred moment where the Toraja bride and groom first meet and pledge allegiance to each other. It involves a Solo signer presiding over the ceremony, the exchange of mas kawin or hantaran between the two families, and the traditional dance that accompanies this event ([Setio](#no34), 2019). This ceremony is not only a sign of marriage commitment but also a reflection of the rich Torajan indigenous culture ([Aulia and Nawas](#no11). 2021).

***Figure 1.*** *Rambu Solo Traditional Wedding*



Source: idntimes.com

Meanwhile, Rambu Solo Funeral As shown in Figure 2. is a traditional Torajan funeral ceremony ([L R Allolinggi, Sapriya, and Hakam](#no7), 2020). The funeral procession involves moving the body from a special place of preparation called a "stone gadget" to a burial place called a "rice barn" or "erong." The ceremony is full of symbolism and offerings to the spirits of the deceased ([Aulia and Nawas](#no11), 2021). Uniquely, the practice of exhuming bodies within a few years after the first burial is also a hallmark in Torajan cemeteries ([Kausar and Gunawan](#no25), 2018).

***Figure 2.*** *Rambu Solo Cemetery*



Source: travel.kompas.com

These two variants of Rambu Solo show how important indigenous culture is in Torajan life, establishing connections between the past and present, and keeping their ancestral heritage alive ([Baan, Girik Allo, and Patak](#no12), 2022). The ceremony is also an alluring cultural attraction for tourists who want to better understand and appreciate Indonesia's rich culture ([Hasbi, Pulubuhu, et al](#no21)., 2019). Analysis of Rambu Solo traditional ceremonies in the context of global tourist attraction and local tourism from the perspective of Islamic law provides an interesting understanding. Rambu Solo, both at weddings and funerals, has become one of the main attractions for global tourists interested in Indonesia's rich culture ([Yulnawati et al](#no39)., 2013). The ceremony presents a unique and immersive experience of the culture, traditions, and values of the Torajan people ([Sukimi, Latief, and](#no36) [Yusriadi](#no36), 2019).

As a local tourism destination, Rambu Solo has also become a source of economic income for the people of Tanah Toraja ([Kuba, Sahabuddin, and Hildayanti](#no27), 2023). Tourists who visit to observe and experience this ceremony contribute to the growth of local tourism, which has a positive impact on the economy of the area ([Hasyim, Arafah, and Kuswarini](#no23), 2020). By integrating local culture, it can become an authentic and relevant cultural attraction for global and local travelers ([Yusriadi et al](#no41)., 2019).

The purpose of this study is to conduct an in-depth analysis of the Islamic Approach to the global tourism phenomenon involving the traditional Rambu Solo ceremony in Toraja Land. This research will explore how Islam views cultural diversity, upholds positive values, the role of economics in the context of the Rambu Solo ceremony, and the balance between local culture and religion ([Girikallo et al](#no19)., 2019). Through a comprehensive literature review study, this research aims to present a better view of how Islam can play a role in respecting and understanding this phenomenon without neglecting religious principles, as well as its impact on Muslim societies and local communities ([A Alam et al](#no2)., 2022; [Baharsyah et al](#no13). 2022). This research also aims to identify variations in views that may exist and provide a deeper understanding of the complexity of the relationship between culture, religion, and global tourism in the context of Tanah Toraja ([Hasbi, Pulubuhu, et al](#no21)., 2019; [Kuba,](#no27) [Sahabuddin, and Hildayanti](#no27), 2023).

1. **LITERATURE REVIEW**

A study of Toraja culture about the building of Rambu Solo Cemetery in Nonongan by ([Siahaan, Sudarwani, and Widati](#no35), 2021). Concluding that by revitalizing customary values and restoring customary practices by applicable customary rules, in the end, it also revitalizes cultural preservation considering that Tongkonan bamboo roofs and Alang and Banga poles are the main buildings in the Rambu Solo ceremony. Revitalization of traditional technology in Tongkonan and Alang manufacturing, original material supply for Tongkonan manufacturing &; Alang should also be a point of attention.

A study on the social significance of the Rambu Solo ceremony in Toraja by ([Pulubuhu et](#no30) [al](#no30)., 2019). The study concluded that. The results showed that there are two choices of types of Rambu Solo ceremonies, namely; Not rapasan ceremony and rapasan ceremony. The two choices of Rambu Solo' ceremony have social meanings in the fields of economy, culture, solidarity, spirituality, affection, and social status based on aspects of imagining, interpreting, and developing self-concept seen from the perspective of symbolic interactionism theory.

A study on the values of local wisdom in the solo sign bu ceremony' as a source of student character development (Ethnographic Study of the Traditional Ceremonies of the Tana Toraja People) by ([Lutma Ranta Allolinggi, Sapriya, and Hakam](#no8), 2020). The study concluded that the solo sign' ceremony is carried out in three general stages: preparation, execution, and closing. At each step, there is a series of activities involving elements of families, community groups, traditional leaders, community leaders, government, and religious leaders. The activities that take place during these stages create solid values of local wisdom.

A study on Compromise in traditional ceremonies: A case study of Rambu Solo' ceremony in Toraja Regency by ([Hasbi, Sukimi, et al](#no22)., 2019). The study concluded that the compromises taken for social status motives were irrational but comprised the most common reasons behind the selection of the solo signpost ceremony. For families motivated by social status, the choice of the ceremonial form of a solo signpost is done for one of two reasons: maintaining their social status ascribed to birth (attribute status)

A study on Art as Politics: Recasting Identity, Tourism, and Power in Tana Toraja, Indonesia by ([Adams](#no1), 2006). The study concludes that Art as Politics promises to be a favorite with students and scholars of anthropology, sociology, cultural studies, ethnic relations, art, and Asian studies.

A study on the decision support system of tourism selection in Tana Toraja using the technique for order preference method with similarity to ideal solution (topics) by ([Topadang and Triyono](#no38), 2020). Conclude that the result of this Decision Support System is to produce recommendations for tourist attractions that can be visited by tourists.

A study on the potential of ecotourism development through community involvement to improve the performance of tourism destinations in Tana Toraja (An implementation of ecotourism concepts on Banua Tongkonan) ([Girikallo et al](#no19)., 2019). Conclude that there is a significant influence of mediating variables on tourist satisfaction between tourism product innovation on tourism destination performance and the other hand qualitative data obtained from stakeholders confirm the output of SEM analysis.

A study on Analysis of levy financial management in the tourism sector (A case study of Kete Kesu tourist attraction in North Toraja Regency) by ([Baharuddin, Ma’na, and Paranoan](#no14), 2019). This study concludes that the financial management of Ke'te' Kesu' tourist attraction in North Toraja Regency, in its monthly income, will be divided between each manager such as Local Government, Traditional house renovation costs, Labor costs, Promotion costs, Collection of wage fees, ATK fees, Cleaning fees.

A study on the bureaucratic reform of public services in the tourism sector in Tana Toraja Regency by ([Yusriadi et al](#no41)., 2019). Concluded that good service by the local government of Tana Toraja Regency will be directly proportional to the development of tourism objects through the application of information technology as a marketing medium, namely by using online media to guide the progress of the tourism sector. The quality of service affects the attractiveness of the attraction, the organization that manages the attraction, and the tourists themselves.

A study on Managing Heritage Tourism in Toraja: Reinforcing Local Values and Enhancing the Tourist Experience by ([Kausar and Gunawan](#no25), 2018) Concludes that Core issues of concern to local communities include the need to preserve Torajan heritage and strengthen local values; develop and maintain a shared culture of tourism; balancing heritage conservation with tourism; and the need for better interpretations to convey wisdom local to improve the visitor experience.

A study on the application of tolerance values among religious people during the traditional Rambu Solo ceremony in Tana Toraja, by ([Aulia and Nawas](#no11), 2021). In this study, it was concluded that the stages of the Rambu Solo traditional ceremony include: opening, reception, respect, burial, rest, and burial. In addition, the results showed that the millennial generation applies the values of tolerance by not distinguishing between society or fellow millennials, giving permission to pray according to their respective beliefs, and reminding the importance of carrying out worship such as prayer and fasting for Muslims.

A study on the Use of 'Urf as a Factor in Legal Products ([Athief](#no10), 2019), the study concluded that Although 'urf has been recognized as one of the principles of Islamic law, it is necessary to undergo further examination of its use and limitations so as not to be misused outside the appropriate context.

A study on Agreement and Alignment of Characteristics in Sharia Life Insurance Waqf Products by ([Azhar Alam and Hidayati](#no3), 2020) this study concluded that the implementation of the AlliSya Protection Plus Waqf Unit feature has complied with the Fatwa of the National Sharia Council, including provisions for insurance benefit endowments, investment benefit endowments, as well as ujrah provisions. This product with waqf features uses the concepts of tabarru, wakalah bil ujrah, mudharabah, waqf, will, and qardh contract.

A study on Waqf Management that Improves Community Empowerment by ([Muthoifin](#no28) [and Firdaus](#no28), 2020), this study concluded that to empower students, Al-Fath Sukoharjo Islamic Boarding School makes maximum efforts to improve productive waqf management. This effort aims to continue to grow and be felt by the students.

This research reflects the first in-depth and comprehensive attempt to analyze the Islamic Approach to the global tourism phenomenon involving the traditional Rambu Solo ceremony in Toraja Land. In this study, researchers will explore various aspects that have never before been studied in depth, including economic and social impacts, as well as how Islam views cultural diversity and positive values in the context of the Rambu Solo ceremony. This research is an important milestone in understanding the complexity of the relationship between local culture, religion, and global tourism in Toraja Land and is expected to provide deeper insights into how Muslim communities can participate in this phenomenon without neglecting religious principles.

1. **METHOD**

In this study, the method applied is a qualitative method, with special emphasis on literature review ([Ali](#no6), 2006; [Purwanza dkk](#no31)., 2022; [Rahmat](#no33), 2021). Qualitative methods are research approaches that explore the understanding of the social or cultural phenomenon under study. Specifically, qualitative methods emphasize extracting deep understanding that goes beyond quantitative data, making it more suitable for analyzing aspects such as views, values, and cultural contexts that may be difficult to measure by numbers ([Cohen](#no16), [Glaser, and Strauss](#no16), 2006; [Zarestky](#no42) 2023).

Meanwhile, the literature review is a method that allows researchers to summarize, analyze, and synthesize literature or written sources relevant to the research topic ([Dawood et al](#no17)., 2022; [Qurtubi et al](#no32)., 2021). In the context of this study, literature review will be used to collect information contained in written sources, such as scientific articles, books, journals, official documents, and electronic sources relevant to the Islamic Approach to the global tourism phenomenon involving the traditional Rambu Solo ceremony in Toraja Land ([Khan et al](#no26)., 2020).

The literature review process in this study will include a series of steps that include:

1. Identification of Relevant Sources: Identification of literature, scientific articles, books, journals, official documents, and related sources that have relevance to the research topic, namely the Islamic approach to the global tourism phenomenon involving the traditional Rambu Solo ceremony in Toraja Land.
2. Selection of Appropriate Sources: Selection of the most relevant sources, of high quality, and support the study. Less relevant or inappropriate sources will be avoided.
3. Data and Information Collection: Collection of data and information from selected literature, including views, arguments, and understandings contained in those sources.
4. Data Analysis: Analysis of the collected data to understand the framework of thought present in the literature related to the Islamic Approach and global tourism in the context of the traditional Rambu Solo ceremony. This includes exploring understandings of tolerance, religious, cultural, and economic, and social impacts.
5. Preparation of Findings: Preparation of findings based on the results of data analysis and in-depth discussion of this research topic.

Through the qualitative literature review method, this study aims to provide a comprehensive understanding of the framework of thought that exists in the literature relevant to this research topic, without involving interviews or analysis of direct views from individuals or certain parties ([Bartl, Kannan, and Stockinger](#no15), 2016). This will support efforts to understand the Islamic approach to this phenomenon in the context of the traditional Rambu Solo ceremony in Toraja Land.

1. **RESULT AND DISCUSSION**

The Islamic approach to the global tourism phenomenon involving the traditional Rambu Solo ceremony in Tanah Toraja can be divided into several aspects that include Islam's understanding of cultural diversity, positive values in Islam, the role of economics in the context of the Rambu Solo ceremony, and the balance between local culture and religion.

**Islamic Understanding of Cultural Diversity**

Islam, as a religion expressed in the Quran, has a deep and positive view of cultural diversity. The Quran, the holy book of Islam, recognizes cultural diversity as one of the signs of God's greatness. In Surah Ar-Rum (Quran 30:22), there is a verse that says, "And among the signs of His power is the creation of heaven and earth, and the multicolor of language and the color of human skin. Indeed, in such there are signs of the power of God over those who know."

This verse emphasizes that cultural diversity, such as differences in language, ethnicity, and skin color, is God's creation and is a sign of His power. Islam encourages its Ummah to reflect on and respect this diversity. In the context of the traditional Rambu Solo ceremony in Tanah Toraja, the Islamic approach tends to support an inclusive approach that celebrates and respects the diversity of existing cultures. It reflects the values of pluralism conforming to Islamic principles ([S. Alam](#no5), 2023).

In the analysis of the literature, it was found that Islam teaches its followers to establish harmonious relationships with different cultures and human groups. Cultural diversity is seen as a wealth that should be cherished and maintained, as long as it does not violate religious principles. Islam promotes intercultural tolerance and mutual understanding as a way to maintain peace and harmony in society. In the context of the Rambu Solo ceremony, the Islamic approach reflects these values by respecting and celebrating the local culture of Tanah Toraja without neglecting the principles of the Islamic religion ([Yunus](#no40), 2022).

An understanding of cultural diversity in Islam helps shape a positive attitude towards Rambu Solo's traditional ceremonies, emphasizing the importance of respect for diversity and intercultural peace. Analysis of the literature underscores that Islam encourages an inclusive approach that allows the Muslim community to participate in the ceremony while maintaining alignment with Islamic values. This creates an environment that supports coexistence between local culture and religion within the context of Toraja Land ([Arafah](#no9), 2022).

**Understanding Positive Values in Islam**

Islam, as a religion that teaches moral and ethical values, encourages its people to practice positive values such as tolerance, brotherhood, and intercultural understanding. In the context of the traditional Rambu Solo ceremony, these values can be realized through interaction between local people, tourists, and the Muslim community present at the ceremony.

Tolerance is one of the important values in Islam, which teaches its followers to respect differences and embrace diversity. In the Rambu Solo ceremony, the presence of tourists from various cultural and religious backgrounds can be considered as an opportunity to apply this value of tolerance. Local people, in a spirit of brotherhood, can welcome guests cordially and receive them within the framework of their traditional ceremonies ([Hadisaputra](#no20), 2020; [Pitaloka, Dimyati, and Purwanta](#no29), 2021; [Supriyanto and Wahyudi](#no37), 2017).

In addition, Islam also teaches mutual understanding between cultures. In the context of the traditional Rambu Solo ceremony, communication and dialogue between local communities, tourists, and Muslim communities can enable better mutual understanding between different groups. It can reduce prejudices and stereotypes, as well as promote peace and harmony in society.

The Rambu Solo ceremony also provides an opportunity for Muslim tourists to understand and respect the local culture. Islam teaches its people to respect others and their culture. In this context, Muslim tourists can appreciate traditional ceremonies as part of the cultural heritage of Toraja Land without violating the principles of Islam.

Analysis of the literature shows that the Islamic approach to this phenomenon reflects positive Islamic values, such as tolerance, brotherhood, and intercultural mutual understanding. The Rambu Solo ceremony in Tanah Toraja became a platform to put these values into practice, with local communities and tourists participating in a spirit of cooperation and respect for each other's culture and religion. These values provide the basis for building positive relationships between local culture, religion, and global tourism in the context of Toraja Land.

**Economic Role in Islamic Perspective**

In economic analysis, Islam emphasizes the importance of halal (thayyib) and productive business. Economic principles in Islam include aspects such as zakat, almsgiving, fair trade, and the prohibition of usury. In the context of the traditional Rambu Solo ceremony, the positive economic impact of global tourism can be seen as something positive in Islam.

If the Rambu Solo ceremony contributes to local economic growth and provides benefits to the local community, this is to the principles of Islamic economics. An Islamic approach to this phenomenon will consider whether the ceremony creates halal economic opportunities, supports people's livelihoods, and provides sustainable benefits to the community. In economic analysis, the Rambu Solo ceremony can be considered as a potential legitimate and productive source of income for the local community.

In addition, the economic aspect also reflects the important role of tourists in supporting the local economy. Tourists attending the traditional Rambu Solo ceremony can make an economic contribution by spending money at the site, including payment for services, lodging, food, and handicraft items. From an Islamic perspective, this contribution can be considered a positive effort in supporting the community's economy.

In conclusion, literature analysis shows that the Islamic approach to this phenomenon considers the role of economics in the context of the traditional Rambu Solo ceremony. The positive economic impact of global tourism can be seen as something positive in Islam if it adheres to legitimate and productive economic principles. The economic potential of this traditional ceremony reflects an opportunity to support the welfare of the community and make a positive contribution to creating a just and sustainable economy.

**Balance between Local Culture and Religion**

The analysis highlights the importance of striking a balance between local culture and religion in the context of Rambu Solo's traditional ceremonies. The Islamic approach requires awareness of religious principles, such as halal and haram, but also respect and celebration of local cultures that do not conflict with Islam. This reflects the importance of dialogue and deep understanding between the Muslim community and local cultures. Balance is key to maintaining harmony between religion and culture.

In literature analysis, it was found that the traditional Rambu Solo ceremony in Toraja Land has distinctive cultural elements, such as dances, traditional clothing, and certain traditions. Although the ceremony reflects a strong local culture, most aspects of it do not contradict Islamic principles. Therefore, the Muslim community present at the ceremony can maintain harmony with their religion without having to sacrifice participation in the local culture.

From an Islamic perspective, this balance can be achieved by understanding religious boundaries and engaging in cultural aspects that conform to Islamic principles. This shows that Islam promotes a willingness to dialogue and integrate with local cultures that do not conflict with religious teachings. Muslim communities can maintain their religious identity while celebrating the local culture that is an important part of the cultural heritage of Toraja Land.

In conclusion, literature analysis underscores the importance of achieving a balance between local culture and religion in the context of Rambu Solo traditional ceremonies. The Islamic approach encourages dialogue, understanding, and deep integration between local cultures and religious teachings. By maintaining this balance, the Muslim community can remain faithful to Islamic values while celebrating and respecting the local culture that is part of the identity of Toraja Land.

1. **CONCLUSION**

The conclusion of this study highlights the Islamic Approach to the global tourism phenomenon involving the traditional Rambu Solo ceremony in Toraja Land. Through in-depth analysis, the study revealed that Islam views cultural diversity as a sign of God's greatness and encourages its people to celebrate and respect such diversity. Positive values in Islam, such as tolerance, brotherhood, and intercultural mutual understanding, are manifested in the interaction between local people, tourists, and the Muslim community who attend the Rambu Solo ceremony. The ceremony also provides an opportunity for Muslim tourists to understand and respect the local culture, in line with Islamic values of respecting others. The positive economic impact of global tourism on this traditional ceremony can be considered as something positive in Islam if it adheres to the principles of a halal and productive economy. Lastly, the analysis emphasizes the importance of achieving a balance between local culture and religion in the Rambu Solo ceremony, respecting Islamic religious principles without compromising local culture. This balance creates an environment that supports coexistence between local culture, religion, and global tourism in the context of Toraja Land. As such, the study provides better insight into how Islam can play a role in respecting and understanding this phenomenon without neglecting religious principles, as well as its impact on Muslim societies and local communities. The analysis also underscores the complexity of the relationship between culture, religion, and global tourism in the context of Toraja, which requires deep understanding and constructive dialogue between all parties involved.

1. **ACKNOWLEDGEMENTS**

These should be brief and placed at the end of the text before the references.

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