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DANAU SENTARUM FESTIVAL 2018

"Enhancing the Cross-Boundary Ecotourism in the Heart of Borneo"

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SEKAPUR SIRIH



Praise to God for all the blessings , opportunities, and healthiness so that we can produce the Information Book "Festival Danau Sentarum 2018". This book gives a picture about the historical process of this festival, starting from the initiation of togetherness until the appreciation of this festival by the Ministry of Tourism as one of 100 Wonderful Events in Indonesia

In 2018, Danau Sentarum Festival will present a different event from the previous years. The combination between cultures and beautiful panorama would be the main affections and would deliver an authentic experience to all the visitors.

Various events are packaged to upscale the Festival Danau Sentarum 2018, such as Traditional Boat Parade, Danau Sentrum Cruise, Sentarum Ethnic Music Festival, Cultural Carnival, Drinking Honey Mass Festival, and other supporting events. Those various events give the whole experience about the living of local people and the nature.

Thank you in advance to all the stakeholders who have assisted us during the implementation of this festival as well as during the process of creating this book and participated to support the development of tourism industry in Kapuas Hulu District.

Hopefully, what the committees have been dreaming of could be fulfilled and this event brings out benefits to the sustainable development in Kapuas Hulu District.

The Regent of Kapuas Hulu
A.M. Nasir, SH

Alhamdulillah, Thank and Praise to the Almighty God for His blessings, so that Festival Danau Sentarum faced the fourth-year. This festival is one of many ways to promote the cultural enrichments and stunning sceneries of Kapuas Hulu District as well as the part of conservation strategic of Danau Sentarum National Park through the development of Cross-Boundary ecotourism in the Heart of Borneo



Ecotourism is the implementation of one conservation principal, such as the sustainable conservation. As a conservation region, Danau Sentarum has a function as a life buffer of local people. On the other side of this region, it is the place to the activities of local people to fulfil their daily needs. However, there is also an advice for the related managements to manage it. In this term, Balai Besar Taman Nasional Betung Karihun dan Danau Sentarum (BBTNBKDS) is expected to preserve the inner potential. The points of equilibrium are expected to bridge both preserving area and the local people's development with the development of ecotourism itself.

This festival as the place to promote the tourism as well as the campaigns of preserving the nature, also increase people's awareness about the necessity of Danau Sentarum's biodiversity by managing the sustainable conservation. Eventually, as a stakeholder, BBTNBKDS will always support and take a main role at Festival Danau Sentarum since it was conducted for the first time.

Thank you in advance. Hopefully, this cooperation can value a beneficial point to preserve the conservation environment and the development of people's wealth.

Conservation Regards from the Border of the Country

The Head of
Betung Karihun & Danau Sentarum National Park

Ir. Arief Mahmud, M.Si

The History Of Festival Danau Sentarum

As the time goes on, Festival Danau Sentarum has already conducted in 2017 with a contemporary concept

Kapuas Hulu District has two national parks, which are Betung Kerihun National Park (TNBK) and National Park Danau Sentarum (TNDS). as a conservation area, the Heart of Borneo (HoB), the region of boundary countries (Indonesia-Sarawak Malaysia), as well as the region that has various cultures (more than 20 cultures) is the potential place to be a tourism destination that can be a supporting destination of the next national tourism's targets. Nowadays, tourism sector has contributed as the second largest country's foreign exchange. The Government of Kapuas Hulu District has placed Danau Sentarum as a strategic District of Tourism Development or Kawasan Strategis Kabupaten (KSK) through Rencana Tata Ruang Wilayah Kabupaten (RTRWK) of Kapuas Hulu, year 2014-2034, in order to accommodate the effort of tourism development, especially Danau Sentarum as a highly attractive attraction.





Realizing both the circumstance and condition above, Kapuas Hulu District has conducted some efforts in order to prepare itself as a tourism destination, especially as an ecotourism district. One of those conducted efforts that has been done is to promote its potential attraction, such as Danau Sentarum through the creation of Festival Danau Sentarum that has been started in 2012. This event firstly came from the intention to promote the enrichment cultures of Kapuas Hulu, especially the cultures of people around Danau Sentarum.

There were several packaged events, such as: the art performances, dance competitions, and traditional sports of which spaces had only been involved by Kapuas Hulu District. The same concept of festival has already been conducted in 2013.

Along the time, Festival Danau Sentarum has recently conducted in 2017 with such a more contemporary concept. This event showed off the diversity cultures with the enrichment of nature as well as the potential attraction of the National Park of Danau Sentarum

Also, the contemporary culture wrapped in traditional vibes. This event was held by the collaboration and supports of various stakeholders both in the financial and technical implementation. This event has successfully brought out a pleased result, such as the appointment of Festival Danau Sentarum in 100 Wonderful Events in Indonesia 2018.

In 2018, Festival Danau Sentarum will be conducted with an impressive theme "Enhancing the Cross-Boundary Ecotourism in the Heart of Borneo". The elected theme is aimed to develop the ecotourism in Kapuas Hulu as the trigger of the development for people's wealth by using the media to promote.

This festival will present a landscape potential attraction and a tourism destination of Danau Sentarum through the cooperation between both the central and local governments as well as other related stakeholders. As supporting, this event is also aimed to promote people's tourism potential, based on various cultures in Kapuas Hulu District.

THE PURPOSE OF FESTIVAL

Festival Danau Sentarum 2018 is purposed to develop both profile and climate of Kapuas Hulu by enriching a glimpse of cultures and traditions from various tribes in Kapuas Hulu and impressively combining the stunning nature's potential of Danau Sentarum





This event is expected to:

Targets and Outputs

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| <ol style="list-style-type: none"> 1. Develop the promotions of both tourism attraction and cultural sites in Kapuas Hulu District, especially Danau Setarum and surrounds. 2. Increase the number of visitors, especially foreign visitors through the implementation of PLBN Badau. 3. Strengthen the intention of investment tourism for people in Kapuas Hulu 4. Create the facilities and infrastructures in Kapuas Hulu. 5. Increase the awareness of conservation through the development of ecotourism based on cultures and traditions. | <ol style="list-style-type: none"> 1. Increasing the number of foreign visitors to Kapuas Hulu up to 15% during and after the event. 2. Increasing the opportunity of Economic improvement through the utilization of tourism sectors. 3. Creating the preservation of cultures and traditions and their values of various tribes in Kapuas Hulu. 4. Promoting the potential destinations in Kapuas Hulu, especially the conservation sector of Danau Sentarum National Park. 5. Publishing the event of Festival Danau Sentarum up to International Level. |
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.Time and Location

Festival Danau Sentarum 2018 will be centrally placed in the Danau Sentaru National Park with supporting events in Lanjak, Batang Lupar Sub-District and Putussibau City, Kapuas Hulu District. It will be held on October 25th – 28th, 2018.

.STAKEHOLDERS

The main executors of Festival Danau Sentarum are:

1. The Government of Kapuas Hulu District Cq. Government Tourism Office, Youth and Sport Office)
2. The Ministry of Environment and Forestry Cq. Danau Sentarum and National Park.

3. NGO as the stakeholders of Kapuas Hulu's Government

Supported stakeholders:

1. The Ministry of Coordinator of Economic Affairs
2. The Ministry of Coordinator of Maritime Affairs
3. The Ministry of Tourism of Republic of Indonesia
4. The Government of West Kalimantan
5. Other relevant stakeholders





DANAU SENTARUM CRUISE

During the implementation of festival, visitors are excitedly invited to join Danau Sentarum Cruise of which event is to explore the lake by Bandong Boat in order to enjoy the beautiful view of Danau Sentarum and observe the daily activities of people there.

The Bandong Boat is the unique woody boat made by people in Kapuas Hulu. It is used as both transportation and accommodation.

There will be two open trips in one day to explore the lake. It will begin in the morning (07.00-10.00WIB) and afternoon (14.00-17.00WIB) with the maximum capacity of 150 people per trip.

Bandong Boat is designed with the original ornament of Dayak Tribes on the bottom of the boat while on the top is designed with Malayu Tribes. Eventually, this boat is symbolized the harmonization of life among each tribe. The consistency of the lake and people who live around it has emerged a beautiful harmonization of conservation and wealth.



TRADISIONAL BOAT PARADE

This kind of parade has pictured the ancient life of people in Kapuas Hulu, especially those who had lived nearby Danau Sentarum and used it as the mobilization of goods and people to fulfil their daily life. In this parade, there will be Bondong Boat, Parau Tambe, Lancang Kuning Boat as well as Bidar Boat.

Parau Tambe is a unique traditional boat of Dayak Tamambaloh Tribes, usually used as the ceremony of gawai or traditional marriage.

Traditional Boat Parade will be begun with the tradition procession of both Dayak and Melayu, continued with the cavalcade of those boats by mobilizing Bondong Boat, Lancang Kuning and Parau Tambe to explore Danau Sentarum with the visitors of Festival Danau Sentarum inside the boats.

There will be cultural attractions such as traditional music and dances in each boat. The first point of routes of this traditional boat parade will be in Lanjak City. Parau Tembe will lead all the other boats to Kedungkang, Melayu Island and end up in Sepandan Island.



Sentarum Ethnic Music Festival



This session is made to enrich the cultural diversity of tribes in a collaboration traditional music performance of Kapuas Hulu, such as SAPE traditional music, traditional percussion, rebana, sitar, gambus with other modern traditional music to create an immersed harmonization with the nature.

These performances will be held in the centre of Danau Sentarum, combined with the light attractions to enlighten the circumstance and the night view at Danau Sentarum. Moreover, there will be used ponton as the stage performance in Sepandan Island. It will begin with the maneuver of Ultra Light Airplane, art performances. There will be releasing the lanterns and fireworks to end the night.



This event shows the cultural diversity of traditional cloths from various tribes around Danau Sentarum, such as Malayu Tribe, Dayak Iban, Dayak Kantuk, Taman dan Tamambaloh. The target is expected to have 1000 visitors, consists of students, citizens, and governmental stakeholders.

This event is presenting the Youth Pledge (*Sumpah Pemuda*) momentum that is annually commemorated on October 28th as well as supporting the preservation area of Danau Sentarum from those various tribes. This shows the symbolization of Indonesia, Bhinneka Tunggal Ika. All the participants speak up the pledges of Youth Pledge (*Sumpah Pemuda*) and Festival Danau Sentarum.

This event will be closed by drinking the organic honey of Danau Sentarum massively. This session brings out a message that honey can be an economic potential development to be the opportunity for people in Kapuas Hulu. They produced 15-20 tons of honey from Danau Sentarum. The quality of this produced honey is the best in Kapuas Hulu and concerns on the conservation due to the friendly harvesting system and biocert certification.

Culture & Honey Festival





Arwana Super Red Contest



This contest is aimed to promote the conservation of Arwana Super Red (*Scleropages formosus*) of which habitat is only in Kapuas Hulu, especially at Danau Sentarum National Park. Not only as a competition for Arwana Super Red collectors, but also the economic trade and value of Arwana Super Red have increased and brought out Arwana Super Red as one of most expensive ones.

Art and Culture Performance

The art and culture performance show up the attractions of people around Danau Sentarum which are dominated by Malayu and Dayak Tribes. These performances are designed as a preservation culture of each tribe and the glimpse of local cultures and wrapped with a touch of contemporary arts. The mass entertainment is Indonesian actress performance and music parade which are greatly packaged to entertain the people in the crossed boundary as well as to attract foreign visitors from neighboring country (Sarawak, Malaysia).



