



# Technium.

49/2023

---



---

The 7th International Conference on Social Sciences  
Organized by Faculty of Social Science  
and Law Manado State University

## The Innovation Breakthrough in Digital and Disruptive Era



Powered by

**PLUS**  
**COMMUNICATION**



# Potato Festival (A Study of Thanksgiving in Modinding Village Communities, Modinding District)

Veronika E.T Salem<sup>1\*</sup>, Grasela Kumakau<sup>2</sup>, Ferdinand Kerebungu<sup>3</sup>, Romi Mesra<sup>4</sup>, Sangputri Sidik<sup>5</sup>

<sup>1234</sup>*Sociology Education Study Program, Manado State University, Indonesia*

\*Corresponding author. Email: [veronikesalem@unima.ac.id](mailto:veronikesalem@unima.ac.id)

## ABSTRACT

The purpose of this research is to find out and describe the role of the community in celebrating the potato festival in the activities of giving thanksgiving in the village of Wulurmaatus, Modinding sub-district. The method used in this research is descriptive qualitative method. As for the method of data collection carried out in this study is through interviews, observation, and documentation studies. The data analysis technique used by the author in writing this scientific work is to use the Miles and Huberman model analysis, namely data reduction, data presentation, and drawing conclusions. The results showed that the role of the government as an information medium in conveying also outreach to the general public about the activities of this festival, the religious leaders had a role to carry out a series of events in which thanksgiving there were praise and prayers were said while community leaders and the Wulurmaatus village community started from preparation to with its implementation, it has divided tasks starting from entertaining guests and preparing accommodation and other matters related to this activity.

**Keywords:** *Potato Festival, Thanksgiving*

## 1. INTRODUCTION

North Sulawesi is one of the provinces in Indonesia that displays various arts and cultures from various tribes. This enriches North Sulawesi with traditional characteristics and values in the socio-cultural life of its people [1].

According to Rinto, the habit of giving thanks has been practiced since ancient times as a form of gratitude for the favors given [2]. Ancestors perform foso rumage umbanua, or rituals of thanksgiving for the harvest [3], by making special offerings in various forms to the gods or offerings as a symbol of respect for the ancestors. This symbolizes that the Thanksgiving ceremony reaches its climax before sunrise and business can gain new strength afterwards. As morning comes and the sun rises [4], the ancestors invite others from outside the wanua or runes (village) and those who need to enter the village to enjoy the blessings that exist together [5].

In the era of globalization, Indonesia has various cultures [6] that must be preserved, while many Western

cultures have caused many Indonesian cultures to decline. This cultural form is Wisdom [7], which is defined as Elsa's cultural wealth including wisdom and wisdom of life. The wisdom of cultural wealth [8] of the past which must be inherited as the foundation of people's lives. Traditional art that takes the form of the wisdom of the times. Traditional arts [9] grow and develop in places that are supported by communities that agree on common rules and are passed down from generation to generation. This is in line with what Yoety said traditional art is art that has been passed down from generation to generation. In contrast to modern art which tends to incorporate external elements, traditional art changes more slowly [10].

The Potato Festival is the desire of the Government of South Minahasa Regency to develop community culture, hold events that can be used as icons of Modinding Regency, and strengthen the spirit of mutual cooperation and the role of the community in society. Empowering communities, artists and humanists to protect nature and local culture [11].

Events are carefully conceptualized [12], starting from setting goals, themes, mapping opportunities and obstacles, goals and strategies, time and place, selected and known budget plans, where the planning process is carried out in the form of implementation. So that when the design is ripe, the execution goes well and perfectly. And based on the results of observations of researchers to see the planning and implementation of activities.

The Potato Festival was held in the Modinding sub-district, the key players in the success of this Potato Festival activity were the local community, especially the Ulurumatus village government and village officials, and the Ulurumatus village community in making the Potato Festival a success. Participate in all available activities, such as attending art and culinary shows or participating in carnival rides.

The residents of Modinding Village are very enthusiastic about decorating with gardening materials as attractive as possible, but the main ingredient that must be decorated is Potato. Visitors Anyone who sees the Potato Festival from the outside will be impressed. The carriages are decorated with all the harvested materials in the form of gardening materials, and after the carnival is finished, some of the decorative materials on each carriage are used by visitors from outside the Modinding sub-district who come to witness the festival.

The purpose of holding this Potato Festival activity is to give thanks for the blessings bestowed by God Almighty by sharing blessings with visitors who contribute to this activity, so see here how to give thanks in this activity. The bounty of the crops we have received and the role of society shows how important it is to protect and maintain our culture. The Lubang Cultural Ecotourism Area in South Minahasa Regency, North Sulawesi continues to be pursued. This activity is a form of gratitude to God Almighty for the blessings that have been given and received so far.

## 2. RESEARCH METHOD

This survey is a qualitative survey. Auerbach and Silverstein [13] explain qualitative methods as follows: "Qualitative research is research that analyzes and interprets texts and interviews to find meaningful patterns in explaining a particular phenomenon. Research that analyzes and interprets texts and interview results .

In qualitative research by Sugiyono [14], the main data collection methods are observation, interviews and documentation.

Data analysis [15] involves searching data obtained from interviews, observations, questionnaires, and documentation, organizing data into categories, describing them in units, synthesizing them, patterning

them, and learning what is important. The purpose of drawing conclusions for yourself and others is to be easily penetrated. The process of data analysis is done by data reduction, data presentation and drawing conclusions.

## 3. RESULTS AND DISCUSSION

### 3.1. The Role of the Community of Modinding Village, Modinding District in Celebrating the Potato Festival

The implementation of the Potato Festival in the Modinding sub-district was only held in 2016. This activity was one of the activities that enlivened the thanksgiving ceremony carried out by the government and the local community. The Minahasa people in general are synonymous with giving thanks, in which this activity is to give thanks to God Almighty for his participation so that the community is successful in harvesting the garden. The implementation of this festival activity certainly involves many parties such as the government, religion, and society.

Informant K.Y revealed,

*"The potato festival is a kind of event that is carried out every year by the people of Modinding, and we in Modinding Village are no exception"*

This festival activity has been held every year in the Modinding sub-district, especially in Modinding Village, based on the narrative from informant K.Y.

This is of course with the aim that the activities that are designed to run well. each party, both the government, religious leaders, the Indonesian National Armed Forces, the National Police, and the respective communities took part to make this activity a success. The roles of each have been mutually agreed upon in a decision when the exact date and time will be planned for this potato festival. also because for 2 consecutive years this activity was not carried out due to a pandemic but in 2022 it will be held again in August to coincide with thanksgiving day for the people of Modinding sub-district.

Informant L.K revealed,

*"...this Potato Festival was originally held in 2016 with the aim of promoting the agricultural products of the Modinding community in particular and as a form of thanksgiving for the harvest"*

The LK informant said that in 2016 this activity was carried out with the aim of being a thanksgiving activity for the harvest and also to promote the Modinding community's agricultural products to all residents in North Sulawesi that this is one of the areas or areas with the most vegetable yields available thus opening opportunities for vegetable buyers to be able to buy in Modinding Village especially.

The role of the government is to prepare everything related to their respective fields, such as the tourism service, usually they get a share in promoting this activity through the official website, starting from the announcement of the date it will be carried out to what activities will be carried out in this festival activity, of course at the direction of Regent with agenda according to joint decision of related parties such as religion, society and the Indonesian National Police.

The role of religious leaders is to guide and lead and pray for activities carried out in accordance with a joint decision. Meanwhile, the duties of community leaders specifically for the people of Modoinding Village are directed at the accommodation section starting from preparing plants for offerings, making vehicles decorated with crops which have become icons of potato festival activities in cooperation with the community and heads of their respective neighborhoods.

Even preparing a place to stay for guests and entertaining them until the completion of this activity. And also prepare ingredients such as potatoes and other vegetables to share with the guests. Meanwhile, the TNI Polri is working together to maintain the security of this activity so that it runs smoothly and avoids things that will damage the course of this event, even a week before the implementation of security activities has been carried out.

Based on the facts, indeed in the field, the implementation of this activity is carried out in accordance with the role of each party which has an important role in the success of this festival activity as described above regarding what tasks must be carried out so that each party, whether government, religion and society carry out their roles according to their existing functions.

Informant LK revealed,

"...we the community are very enthusiastic about welcoming this activity so that our government before the peak of the implementation event was carried out we had divided the tasks and formed a committee consisting of civil society, members of the Indonesian National Police, members of the religious and traditional leaders, all were required to take part".

Informant LK said that they were very enthusiastic in welcoming the Potato festival activities. In its implementation, all parties took part in the division of tasks, including the government, which had special assignments from the government, religion, as well as the community. The people of Modoinding Village have been open to changes for the common good, including thanksgiving events which were originally only worshiped in the church but have now been developed with the Potato Festival.

According to parson's functionalist theory (Ritzer, 2014) society is a social system consisting of parts or elements that are interrelated and unite in balance. Changes that occur in one part will also bring changes to other parts. Society is seen as a system in which all social structures are integrated into one, each of which has different but interrelated functions and creates social order and all elements will adapt to each other both internal and external changes in society.

So that the role of the community in carrying out the activities of this potato festival is a system that is interconnected so that the activities of this festival run well. The role of each community complements each other as a system that is related to realizing the smooth running of this festival activity. Both the roles of government, religion and society are interconnected starting from the preparation of this festival activity to its implementation.

This theory tends to see the contribution of one system or event to another system. Because it ignores the possibility that an event or a system may operate against other functions in a social system. The extreme adherents of this theory assume that all events and all structures are functional for society. Parsons made a theory of functional structure based on the social actions carried out by every human being in living a social life.

The implementation of this potato festival will not go well and will not even be carried out when there is only one party involved, for example the government that runs this activity will not run as it should, it must be assisted by other parties such as the community and religious leaders, this is meant so that the series of events for the sake of the event and implementation process of this potato festival in accordance with the intent to be conveyed to the wider community.

As expressed by Parsons that social actions [16] carried out by humans can be seen as a manifestation of the smallest and fundamental social reality, the same is true in carrying out potato festival activities, the social actions in question are every important element such as government figures, the community and religious leaders are connected to each other to carry out festival activities which have become a habit for the people of the Modoinding sub-district, especially the people of Modoinding Village.

Every social action carried out by each party will make this event successful and well conveyed to the wider community and have a deep impression that is not easily forgotten, even today the Potato Festival in Modoinding sub-district is an event that local people always look forward to. even the people of North Sulawesi in general.

It's not without reason why this activity is popular and even looked forward to because apart from having an aesthetic value in this activity, the value of

togetherness or mutual cooperation in the community is felt, starting from the preparation for implementation, starting to involve related parties.

Preparation of activity plans up to implementation where the main thing is the readiness of the community in welcoming this event to help each other fellow citizens both individuals and every existing environment, especially in entertaining guests who will be present is the main focus of this because so that the guests who come can feel comfortable or can have a good impression when they come to visit Modounding Village maybe not only with this Potato Festival activity but there will be a good impression when they come to Modounding Village because of the hospitality presented by the people of Modounding Village.

### **3.2. Activities Performed in Celebration of the Potato Festival**

The Potato Festival Celebration activities in the Modounding sub-district are very interesting not because of the availability of lots of potato vegetables and are shared for free by the community or unique decorative vehicles, but in the Potato festival celebration activities there are many series of activities carried out so as to form a an activity that is unique and attracts the attention of the community in general.

The informant M.M revealed,

"...what we see besides our enthusiasm, Wulurmaatus residents, is by giving the best crops that we harvest to bring to the church as a thanksgiving before we carry out the parade or parade. At first, this potato festival activity was held in 2016 which became before participating in the vehicle carnival which decorated with various kinds of horticultural plants, we paraded first from Mokobang village which hosted the 2017 star sinisir village in Wulurmaatus village which hosted pinasungkulan village and in 2018 star from palelon village which hosted pinasungkulan village and in 2019 star from village makaroyen which is hosting sinisir village and next year the plan is to make it in kakenturan village but because there is an outbreak of covid 19 it is currently being postponed and it will be held again in 2022 starting from mokobang village which is hosting pinasungkulan village after it has surrounded all the villages in the Modounding area, the carnival is only around the place where the Potato Festival is held."

According to the informant MM, to justify what was conveyed by previous informants, that to the church, only the best plant produce is offered and prayed for at the church and how this activity eventually became a tradition and its implementation is not only in Modounding, but in all sub-districts. Modounding gets the place to be the host, with the aim that all villages in the Modounding sub-district really know and understand

the importance of this activity and what meaning and impact will be received if this activity is carried out. For this reason, the implementation is in accordance with the facts in the field that all villages are obligated and when hosting this activity must be ready and other villages must also support it.

The vehicle parade is decorated with all kinds of vegetables, but every process of its implementation from the beginning to the end is followed by wisdom, there are prayers delivered by religious and traditional leaders and then there are greetings from the government. The process of implementing this activity is in collaboration with the government, especially the tourism office so that before the peak day implementation many guests from outside have arrived one day before the implementation to wait for the peak day so that on the implementation day it is already very crowded.

Because if you come on the peak day there will be a traffic jam going to Modounding sub-district so that the guests after getting official information disseminated by the government through the media or even the residents of Modounding Village they will come and we residents have prepared accommodation both a place to stay and food for the guests who visit this we do as a form of gratitude and this is through entertaining guests not only on festival days but every time a guest comes we apply it in our daily life.

There are various activities carried out starting with dance competitions between residents and even the potato festival activities are not all concentrated in Wuluraatus village, each village in the Modounding sub-district gets their respective quota as host and is divided according to the results of the meeting and mutual agreement of all related parties.

This is done so that the people of the Modounding sub-district can all take part so that this event can be understood and interpreted properly by every citizen. Even though it had stopped due to Covid-19 in the last two years it had not made the enthusiasm of the residents of Modounding Village decrease, this was proven even though they could not hold a parade for 2 years, the residents still brought their crops to the church to be prayed for as a form of their thanksgiving.

Culture is the essence of a complex whole. It encapsulates aspects such as knowledge, beliefs, arts, morals, laws, norms, official customs and other skills and habits that are inherited or acquired and applied in life (Sobirin, 2002).

The Potato Festival has the aspects referred to above, namely the knowledge aspect that is seen or displayed by the community when celebrating the Potato Festival, namely that the general public will be presented with the natural beauty of the Modounding sub-district because in its implementation it is not only

focused on 1 village, but all villages in the Modounding sub-district is involved and without the general public knowing that they have promoted their respective villages, even things that are shown to be a source of knowledge by the general public, especially about vegetable or horticulture plants which are well-known in the Modounding sub-district, especially Modounding Village

For art, it is very clear that it starts with the ornaments displayed by vehicles decorated with various unique shapes with crops or harvests from the local community, which is one of the arts that has value so that it attracts interest or becomes one of the icons in this Potato festival.

The moral message conveyed in this activity is how the people of Modounding sub-district, especially the people of Modounding Village, prepared this activity as well as their attitude towards welcoming guests, there was no damaging impression, and the guests even went home feeling happy because the people, both young and old, had very good service. open attitude and very friendly so that this potato festival activity takes place not only once but every year because of the readiness of all parties, especially the community members.

As for norms, official customs and other skills and habits that are inherited or acquired and applied in life. This has become a hallmark of the wulurmaatus community so that it leaves a good impression when someone visits there, the local community is still very strong with the spirit of their Mapalus soul which is the slogan of the Minahasa community in general. Mapalus that is inherent in the residents of Modounding Village is not due to work in the garden or other activities but has been applied through their daily actions where when there are guests from outside who visit their open attitude is very clear, namely by entertaining their guests there is a tradition that is until today they are sati apply that is pondol (feeding guests) every house is very willing to entertain guests starting from the place of residence until the food has been prepared by the people.

Usually this is guarded and regulated by the head of each environment. The uniqueness of this Pondol tradition is that any guests, even if they are not living at home where they visit, must eat when the food is prepared by the host because for the people of Modounding Village this indicates that the guests are happy and for them this is a satisfaction in their service to the community and gives a good impression and every guest when they come home they have prepared vegetables to be wrapped under the house or called souvenirs.

For example, guests who live in family A, but if the family has not yet harvested, the related family will deliver ingredients (vegetables) by the people of

Modounding Village called ingredients, delivered to the homes of their relatives who have these guests so that the sense of togetherness, mutual cooperation, solidarity is still very much felt in Modounding Village.

Culture or culture comes from the Sanskrit language, namely buddhayah, which is the plural form of buddhi (mind or reason) which is defined as matters relating to the mind and human reason. Another form of the word culture is cultura, which comes from the Latin cultura. Culture is a whole way of life. Culture is complex, abstract, and broad. Many aspects of culture also determine communicative behavior.

These socio-cultural elements are scattered and include many human social activities. This Potato Festival activity is one of the elements of the socio-culture in the Wulurmaatus village community. In this Potato Festival, the social and cultural elements are very clearly seen where if the social element is the readiness of the Wulurmaatus village community, as previously explained, the Pondol tradition or entertaining guests starting from the readiness of the place to live and even to matters of eating, the people are very willing, even this is one of them applying Mapalus culture in social life.

So that with the elements referred to above, this festival activity is a tradition or culture carried out by the Wulurmaatus community to enliven their thanksgiving activities. There are elements that add to the festivities not only by giving thanksgiving but through this activity many cultural elements are displayed starting from language, knowledge systems, social organization systems, systems of living equipment and technology, economic systems and livelihoods systems. religion, and the arts.

#### **4. CONCLUSION**

The role of Government Figures, Religious Leaders, and the Community is very important in the implementation of the Potato Festival which is carried out by the people in Modounding District, especially Modounding Village. Each of them has a role that is carried out as a system that is related to the implementation of Festival activities. The role of the government is as an information medium in conveying and socializing to the general public about the activities of this festival, the religious leaders have a role to carry out a series of events in which thanksgiving there is praise and prayers that were said while the community leaders and the people of Modounding Village, starting from the preparation to the implementation, had divided the tasks starting from entertaining guests and preparing accommodation and other things related to this activity.

#### **ACKNOWLEDGMENTS**

I'd want to thank my family, the authors, lecturers, and students who worked diligently to do research and create this article.

## REFERENCES

- [1] R. Mesra, M. Lamadirisi, and S. Fathimah, "Fungsi Pasar Sapi/ Blante Bagi Masyarakat Minahasa," *J. Socius J. Sociol. Res. Educ.*, vol. 8, no. 2, p. 73, 2021, doi: 10.24036/scs.v8i2.227.
- [2] Y. Daniel, A. Santie, F. H. Mamonto, M. Lasut, and R. Mesra, "Penerapan Gaya Kepemimpinan Egaliter Orang Minahasa di Universitas Negeri Manado," vol. 9, no. 1, pp. 549–556, 2023, doi: 10.58258/jime.v9i1.4696/http.
- [3] R. Mesra, M. F. Hidayat, C. Korlefura, A. M. Tanaya, and I. Ambon, "Persepsi Masyarakat Minahasa Tentang Pasar 'Extreme' Tomohon," vol. 6, no. 4, pp. 2323–2331, 2022, doi: 10.36312/jisip.v6i4.3676/http.
- [4] T. M. T. Romi Mesra, Rio R. Sandag, Sandi A. Dien, K. Sengkey, and S. K. Gabriela C. Timporok, "Tantangan petani cabai dalam mencari buruh panen di desa parepei, kabupaten minahasa," *J. Paradig. J. Sociol. Res. Educ.*, vol. 3, no. 2, pp. 133–141, 2022, doi: 10.53682/jppsre.v3i2.5471.
- [5] B. Tongotongo, S. Rumampuk, and T. Muliati, "Makna Perayaan Pengucapan Syukur di Desa Betelen Satu Kecamatan Tombatu Kabupaten Minahasa Tenggara," *Holistik, J. Soc. Cult.*, 2021.
- [6] Y. D. A. Santie, R. Mesra, and P. R. Tuerah, "Management of Character Education (Analysis on Students at Unima Sociology Education Study Program)," in *3rd International Conference on Social Sciences (ICSS 2020)*, 2020, vol. 473, no. Icsc, pp. 184–187. doi: 10.2991/assehr.k.201014.041.
- [7] R. Mesra, *Adat, Sejarah Dan Budaya Nusantara*. Tulungagung: Akademia Pustaka, 2023.
- [8] H. Gugule, R. Mesra, K. K. Peran, P. Pengembangan, P. Masyarakat, and I. Tanaman, "Peran Program Pengembangan Dan Pemberdayaan Masyarakat ( PPM ) Dalam Inovasi Tanaman Coklat Pada Kelompok Tani Di Desa Mopusi Kabupaten Bolaang Mongondow," vol. 7, no. 4, pp. 816–822, 2022.
- [9] Z. H. S. B, D. Sengkey, V. E. T. Salem, and R. Mesra, *Parents Perception on Kawasaran Dance in Tondei Village South Minahasa District*. Atlantis Press SARL, 2023. doi: 10.2991/978-2-494069-35-0.
- [10] R. F. Osin, I. R. W. Kusuma, and D. A. Suryawati, "Strategi Pengembangan Objek Wisata Kampung Tradisional Bena Kabupaten Ngada-Flores Nusa Tenggara Timur (NTT)," *J. Ekon. dan Pariwisata*, vol. 14, no. 1, 2019.
- [11] C. Manoppo, H. Gugule, and Y. D. A. Santie, "Pola Asuh Orang Tua Pada Anak Putus Sekolah Keluarga Buruh Di Kelurahan Kolongan Akembawi Kecamatan Tahuna Barat," *J. Paradig. J. Sociol. Res. Educ.*, vol. 1, no. 2, pp. 31–34, 2021, doi: 10.53682/jppsre.v1i2.735.
- [12] M. F. Hidayat, R. Mesra, and I. Ambon, "Pola Adaptasi Sosial Masyarakat Pindahan Desa Motoling di Dusun Jauh Pelita , Desa Tondei , Motoling Barat," vol. 9, no. 2, 2023, doi: 10.58258/jime.v9i1.5102/http.
- [13] C. Auerbach and L. B. Silverstein, *Qualitative data: An introduction to coding and analysis*, vol. 21. NYU press, 2003.
- [14] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, 2019.
- [15] M. Huberman, "Analisis Data Kualitatif," *Jakarta UI Pres, TT*, 1992.
- [16] D. P. Johnson, "Teori Sosiologi Klasik dan Modern, terjemahan Robert MZ Lawang dari judul asli "," *Sociol. Theory Class. Founders Contemp. Perspect.*, 1986.