

Research Article

Strategy for Cultural Tourism Development in Wajo District

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Abstract.

Cultural tourism development has great potential to enhance the economy and regional development, including in Wajo District. As a region rich in cultural potential and traditions, Wajo possesses various cultural heritage assets that can be utilized as tourist attractions. However, tourism development in Wajo still faces various challenges, such as a lack of integrated management, insufficient infrastructure, and limited promotion and marketing of the cultural tourism potential. Therefore, a proper strategy is needed to leverage the existing cultural potential as a driving force for tourism development in Wajo District. The strategy for cultural tourism development in Wajo District must consider sustainability, cultural preservation, and the empowerment of local communities. Cultural tourism development can create interesting and sustainable tourist destinations through an approach that involves all stakeholders, including the local government, community, and private sector. Several key steps that need to be considered in this strategy include the development of supporting infrastructure, improving human resources quality in tourism, building an effective marketing and promotion system, and strengthening cooperation between the government and the community in tourism management. In addition, to support the sustainability of cultural tourism development, it is necessary to involve the younger generation in maintaining and preserving local cultural traditions. Education and training programs focusing on cultural tourism can be an initial step in fostering awareness and enthusiasm to preserve the region's cultural heritage. Therefore, cultural tourism development in Wajo District can provide optimal benefits in terms of economy, society, and culture.

Keywords: tourism development, culture, Wajo District, strategy, sustainability, community empowerment

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1. Introduction

The tourism industry in Indonesia is currently developing very rapidly. Every year, the contribution of the tourism sector to national economic development increases, with the tourism sector growing at 12% and contributing 7% to Indonesia's development. This is a significant contribution to the national economic structure. Therefore, tourism development needs to be prepared in a structured, integrated, and sustainable manner so that the goals of environmental preservation and community welfare improvement can be achieved. The application of regional autonomy, which gives regions the authority to optimize all the potential they have, including in the tourism sector, becomes the foundation for regional tourism development, so that its benefits can be maximized for regional development. Cultural tourism is one of the strategic sectors that can drive regional economic growth. Wajo Regency, with its rich traditions, silk weaving craftsmanship, and historical heritage, has great potential to be developed. However, challenges such as limited infrastructure, lack of promotion, and low local community involvement still hinder the optimization of this potential. This study aims to identify effective strategies in developing cultural tourism in Wajo Regency through a participatory and sustainable approach.

Cultural tourism is a sector that can increase regional income, create jobs, and strengthen national identity. In Wajo Regency, the cultural wealth it possesses is diverse, ranging from the globally known silk weaving tradition, folk arts, to historical sites that hold local wisdom values. However, despite this great potential, the contribution of the tourism sector to the Gross Regional Domestic Product (PDRB) is still relatively small and has not been fully optimized.

Various challenges face the development of cultural tourism in Wajo Regency. The limitation of supporting infrastructure, such as road access to tourist destinations, remains a major obstacle. In addition, the lack of effective promotion, both nationally and internationally, results in low tourist visit rates. Meanwhile, local community awareness of the importance of cultural preservation and readiness to receive tourists also needs to be improved. The Wajo Regency Government has made efforts to implement various initiatives, such as the development of the Danau Tempe Tourism Area, revitalization of cultural events, and tourism human resources training. However, to achieve more optimal results, more integrated strategies based on local strengths are needed. The development of cultural tourism is not only aimed at increasing the number of tourists but also ensuring the sustainability of culture and the welfare of the local community.

In tourism development literature, the community-based tourism (CBT) approach is considered effective in optimizing local potential. CBT places local communities as the main actors in planning, managing, and developing tourist destinations. Through this approach, it is expected that there will be synergy between cultural preservation, community economic empowerment, and destination quality improvement. Many previous studies have shown that regions that successfully develop cultural tourism generally have strong digital-based promotion strategies, adequate supporting infrastructure, and active involvement from all stakeholders, including the government, private sector, and local communities. Therefore, this research aims to formulate effective, contextual, and applicable cultural tourism development strategies in Wajo Regency.

This research also aims to enrich scientific references related to cultural-based tourism development in Indonesia, as well as provide a tangible contribution to strengthening local cultural identity in the face of increasingly massive globalization. With the right strategy development, Wajo Regency is expected to become a model for successful and sustainable cultural tourism development at the national level. Specifically, the research questions in this study are:

1. What cultural potentials can be developed as tourist destinations in Wajo Regency?
2. What are the main challenges in developing cultural tourism in the region?
3. What strategies can be implemented to optimize cultural tourism development in Wajo Regency?

The objectives of this research include:

1. Identifying cultural potentials that can be developed as tourist destinations.
2. Analyzing challenges and barriers in cultural tourism development.
3. Formulating sustainable cultural tourism development strategies based on local strengths.

Based on the document of the Master Plan for Tourism Development of Wajo Regency, there is a cultural tourism potential in Wajo Regency which has great promise if managed well, providing welfare to the community of Wajo Regency and increasing the Regional Original Revenue (PAD) of Wajo Regency to support the sustainable and community-based development of the region. The cultural tourism potential can be seen as follows:

- a. The Royal Tombs in Tosora, Majauleng Subdistrict Some important sites include Tosora village in Majauleng Subdistrict, which was the center of the Wajo Kingdom government. In this area, there are tombs of Arung Matowa X, Arung Matowa XXIII, and

Arung Matowa XXX. The royal tomb complex is located to the west of the Old Tosora Mosque, at an elevation of 30.6 meters above sea level. There are 12 visible tombs, some of which no longer have markers. The tomb markers consist of cannon shapes, crowns, and flat forms. The tomb complex of La Tenrilai To Sengeng is located not far from the old Tosora mosque. The tomb complex of La Maungkace To U'damang is outside the northern side of the fort.

b. The Tomb of Lataddampare' Puangrimaggalatung The tomb of Lataddampare' Puangrimaggalatung is mentioned in the lontara manuscripts as a thinker in his time. He was also a statesman, a military strategist, an expert in agriculture, and a legal scholar. His honesty in governing was well known both domestically and internationally. He was the fourth Arung Matowa of Wajo who succeeded in making Wajo a prosperous kingdom around 1498 to 1528.

c. The Tomb of La Maddukelleng La Maddukelleng was the son of Arung Peneki La Mataesso To' Ma'dettia and We Tenriangka Arung Singkang, the sibling of Arung Matowa La Salewengeng To Tenrirua. The tomb complex of the National Hero La Maddukelleng is located about 200 meters south of the Lapangan Merdeka in Sengkang City, the capital of Wajo Regency, South Sulawesi.

d. The Old Mosque of Menge The Old Mosque of Menge was built around 1621 AD. After the construction of the Old Tosora Mosque, the history of Islam in Wajo, dating back to around 1610 AD, has left many unforgettable memories. The Old Mosque of Menge was built in the same period as the Old Tosora Mosque, and there are seven mosques made from similar materials such as mountain stone, sand, and eggs. The local community's strong desire to accept Islam without obstacles was evident. They accepted the truth of Islam wholeheartedly. The mosque was regularly used for prayers as the community performed congregational prayers together. The Old Mosque of Menge is smaller than the Old Tosora Mosque, with dimensions of only 10m x 9.5m. It is located about 100 meters east of the Old Mosque.

e. Saoraja Mallangga Saoraja is the place where the royal heirlooms were kept. One of the Saoraja sites, which has been turned into a museum in the region called Bumi Lamaddukelleng, is Saoraja Mallangga, the Simettengpola Museum. This Saoraja stands as historical evidence of the Wajo Kingdom. It is located on Jl Ahmad Yani in Sengkang City, Wajo Regency. Saoraja Mallangga was built around 1930, during the reign of Ranreng Bettengpola the 26th, Datu Makkaraka, also known as an expert in lontara manuscripts.

Several social and cultural activities are still practiced in the lives of Wajo Regency's communities, including:

- a) Maddoja Bine, a tradition where farmers stay up at night guarding the rice seeds that are stored, before they are planted the following day. This ritual has been passed down from ancestors through generations. Maddoja Bine is a form of respect to Sanging Serri (the rice goddess) as a human manifestation. In the past, this ritual was performed routinely before planting in the fields to ensure the rice grew abundantly and the harvest would be successful. During the ritual, people bring traditional food and cakes, as well as agricultural products, as offerings.
- b) Massure is an ancient oral tradition that dates back to the same era as the human beings and involves reciting the I La Galigo manuscript without musical instruments. Massure is commonly performed during wedding celebrations, housewarming, or “map-penre tojang” (aqiqah). It is performed individually, by both men and women. This tradition is a form of Bugis literature that has been known for centuries, originally written on lontara leaves containing advice, stories, or parables.
- c) Ana Masyari is a tradition that features an art group from the past, influenced by the development of Islam, where men dress up as women. This group performs songs and dances accompanied by traditional music. This tradition serves as entertainment after the harvest, during weddings, and other celebrations.

Contribution of the Tourism Sector to GRDP of Wajo Regency

Based on data obtained from the Department of Tourism, Youth, and Sports of Wajo Regency, the contribution of the tourism sector to the Gross Regional Domestic Product (GRDP) of Wajo Regency is presented in the following Table 1:

TABLE 1: the Gross Regional Domestic Product (GRDP) of Wajo Regency.

No	Year	Contribution of the Tourism Sector to Wajo Regency's GRDP
1	2020	0.85%
2	2021	0.83%
3	2022	0.91%
4	2023	0.91%
5	2024	1.00%

Source: Department of Tourism, Youth, and Sports of Wajo Regency

Although we specifically inquired with the data and information officer regarding the contribution of cultural tourism to regional revenue, it was confirmed that no specific

records have been kept in this regard. Nevertheless, based on observations and available data on tourist motivation, it appears that the diversity of local culture is a significant factor attracting visitors to Wajo Regency.

It is hoped that the results of this research can serve as a reference for local governments, cultural communities, tourism industry players, and academics in developing cultural tourism that not only attracts tourists but also brings tangible benefits to the local community and preserves cultural heritage

2. Material and Methodology

2.1. Literature review

According to the Republic of Indonesia Law No. 10 of 2009 on Tourism, tourism is defined as various types of tourism activities complemented by various facilities, infrastructure, and services provided by the Government, Regional Governments, businesses, and society. The areas that become the destination for tourism are commonly called tourist objects or destinations. A tourist destination is a geographical area located within a specific administrative region that has tourist attractions, tourism facilities, accessibility, public facilities, and a community that interacts and completes the existence of tourism. The term tourism comes from the Sanskrit language consisting of the word “Pari,” which means complete or to go around, and “Wis,” which means house or village, and “ata,” which means to wander. Therefore, tourism can be interpreted as the activity of wandering outside of one’s home without the intention of settling at the destination [1]. According to Suwantoro [2] tourism is the movement of a person from their place of residence for a specific purpose that is temporary and not for making money. Therefore, the main goal of tourism is to obtain satisfaction, which can be in the form of entertainment or personal pleasure. Based on the definition of tourism in Law No. 10 of 2009, the participation of both the community and the government has a significant impact on tourism because tourism is a new industry that can boost economic growth by providing employment opportunities, increasing income, improving living standards, and driving productivity in other sectors [2]. [1] categorizes tourism into several types based on the purpose of the tourist’s visit, including nature tourism, cultural tourism, agricultural tourism, health tourism, conventions, sports, commercial tourism, political tourism, social tourism, maritime tourism, hunting, and pilgrimage tourism.

Culture is a way of life that is passed down from generation to generation within a group of people. Cultural elements include language, buildings, religious systems, customs, politics, tools, clothing, and art. A complex cultural unity includes knowledge, beliefs, arts, morals, laws, customs, and other abilities possessed by members of society.

Cultural values in an area are closely related to local wisdom, which is the indigenous rules of a community to regulate life based on the noble values of its traditions. Local wisdom can be tangible (such as arts, written texts, architectural buildings) or intangible (such as advice, guidance) [3]. Local wisdom plays an important role in development, especially in tourism development, by recognizing the local values and ways of thinking of the community, ensuring that development goals align with these local perspectives. Cultural tourism utilizes cultural elements as the main attraction, such as performing arts, historical buildings, and handicrafts. UNESCO recognizes that intangible cultural elements, such as arts, language, local knowledge, rituals, festivals, and handicrafts, can be developed into valuable tourist attractions that bring economic benefits and social and cultural impacts [4]. Therefore, developing cultural tourism while preserving local wisdom and cultural values is essential to generate economic benefits for the community while maintaining cultural sustainability.

Several types of cultural tourism include historical, religious, and educational tourism. There are 12 cultural elements that have the potential to attract tourists, including community traditions, language, handicrafts, music, arts, food, history, architecture, religion, education systems, and social activities. Crafts, music and arts, food and eating habits, history, local clothing customs, work and technology, the form and characteristics of architectural buildings, religion, education system, and activities to fill leisure time

The approach to tourism planning in Wajo Regency is carried out through the following strategies:"

1. Sustainable Tourism Development Approach

The tourism planning approach in Wajo Regency is implemented as follows: Sustainable tourism development is carried out with the intention of being responsive to the needs of tourists and the local community while prioritizing long-term protection and management. The concept of sustainable tourism development essentially emphasizes four principles:

a. Economic Feasibility – The development process must be economically viable and efficient to provide economic benefits for regional development as well as for improving the welfare of local communities.

b. Environmental Awareness – Development must be responsive and attentive to efforts to preserve the environment and avoid negative impacts that could reduce environmental quality and disrupt ecological balance.

c. Social Acceptability – Tourism development must respect the values and norms within the community and avoid damaging fundamental cultural values and societal structures.

d. Technological Applicability – Development must be applicable, efficient, and make use of local resources that can be easily adopted by the local community for long-term management.

2. Community-Based Development Approach

This approach emphasizes that the development of cultural and tourism resources must be sensitive and responsive to the presence and needs of the community, which is essential for the success of local potential development and management. The development of local communities is based on the following criteria:

- Improving the standard of living while preserving cultural identity and local traditions.
- Increasing economic income while ensuring fair distribution among the local population.
- Focusing on the development of small and medium-scale enterprises that are labor-intensive and based on appropriate technology.
- Encouraging both competition and cooperation among community members.
- Optimizing tourism as a cultural transmission agent while minimizing its negative impacts.

To enhance community involvement in tourism development, it is necessary to empower and strengthen the role of the community in decision-making, management, and control over tourism development. Policies and recommendations for tourism development should be formulated through maximum involvement of the local community in planning and decision-making processes so that the resulting development is accepted and can generate socio-economic benefits.

This research uses a qualitative method with data collection techniques through literature study, field observation, and semi-structured interviews. The data is analyzed using a thematic analysis approach to identify patterns of cultural tourism development strategies in Wajo Regency.

2.2. Observation

Observations were conducted in three sub-districts with the most prominent cultural potential, namely:

- Tanasitolo Sub-district – center of silk weaving crafts,
- Tempe Sub-district – location of the Lake Tempe Festival and Bugis cultural heritage,
- Majauleng Sub-district – area that contains the Tosora historical site.

The focus of the observations included:

- Culturally-based economic activities (such as silk weaving and local cuisine),
- Traditional or cultural events regularly held,
- Availability and condition of tourism infrastructure (e.g., accessibility, cultural information signage, public facilities),
- Interaction between tourism actors and local communities.

2.3. Semi-Structured Interviews

Five key informants were selected using purposive sampling, based on their active roles in cultural preservation and tourism management. The informants included:

- One local cultural and traditional leader, who provided insights into cultural values, customary practices, and local perspectives on tourism;
- Three tourism practitioners and managers (including homestay operators and creative community representatives), who shared practical experiences in receiving tourists and managing cultural tourism packages;
- One official from the Wajo District Tourism and Culture Office, who explained government policies, strategies, and programs for the development of cultural tourism. The field research was conducted over a period of 25 days.

2.4. Data Analysis Technique

Data were analyzed using the thematic analysis method based on the approach of [5]. The analysis involved the following steps:

1. Data Familiarization: Intensive reading and re-reading of interview transcripts and field notes;

2. Initial Coding: Highlighting important data segments, such as “community participation,” “cultural heritage,” “government support,” “marketing challenges,” etc;
3. Theme Identification: Grouping codes into recurring major themes, such as “cultural economic potential,” “low stakeholder coordination,” or “need for tourism training.”
4. Theme Review and Refinement: Adjusting and restructuring themes to fully represent the data;
5. Naming and Defining Themes: Writing thematic narratives supported by direct quotes from informants;
6. Thematic Report Compilation: Presenting findings in a thematic report that leads to strategic recommendations for participatory and locally-based development;

3. Results and Discussion

The research results reveal several key strategies:

- a. Preservation of local culture through the revitalization of annual cultural events.
- b. Utilization of digital media for promoting cultural destinations.
- c. Strengthening the capacity of local communities in tourism services.
- d. Collaboration between local government, cultural communities, and the private sector.

These strategies contribute to an increase in tourist visits while strengthening the cultural identity of Wajo Regency at both national and international levels. Based on field analysis and interviews with various stakeholders, the cultural tourism development strategy in Wajo Regency can be broken down into several main approaches, as follows:

- a. Preservation of Local Culture, Cultural preservation is the cornerstone of cultural tourism development. This effort includes the revitalization of Wajo’s silk weaving tradition through annual festivals, improving the quality of weaving products, and empowering craft communities. Additionally, documentation of oral traditions, traditional dances, and rituals is necessary as part of the tourism attractions. The preservation and management of cultural heritage sites are regulated in Regional Regulation No. 12 of 2013 on Cultural Heritage Preservation, with the following objectives:
 - d. To maintain the authenticity of cultural heritage that holds significant value for history, science, education, religion, and/or culture;
 - e. To restore the authenticity of cultural heritage that holds significant value for history, science, education, religion, and/or culture;

d. To protect and preserve cultural heritage from damage and destruction, whether caused by human actions or natural processes;

e. To realize cultural heritage as a tangible cultural asset to be managed, developed, and utilized as much as possible for the welfare of the people while still considering preservation aspects;

f. Strengthening Infrastructure and Accessibility, The development of supporting infrastructure such as roads leading to cultural tourism sites, public facilities at tourist destinations (toilets, parking areas, information centers), and the provision of bilingual information boards (in Indonesian and English) is crucial. This aims to enhance tourist comfort and expand the reach of visits to destinations scattered across Wajo Regency;

g. Empowerment of Local Human Resources, Training and mentoring for local communities in areas such as hospitality, tour guiding, homestay management, and cultural tour package creation is a strategic step. This empowerment not only enhances service quality but also ensures that the economic benefits of tourism are directly felt by the community;

h. Digital-Based Promotion Strategy, The use of social media, official tourism websites, and collaboration with digital travel platforms should be optimized to increase the exposure of Wajo's cultural destinations. Creating creative content such as short videos, virtual tours, and storytelling about the cultural history of Wajo is key to attracting millennial and Gen Z tourists;

i. Cultural Event and Festival Development, Annual cultural events such as the Tempe Lake Festival, Silk Weaving Festival, and Wajo Cultural Week should be managed more professionally with national promotion support to attract both domestic and international tourists. These events also serve as important moments to introduce local cultural wealth. In Wajo Regency, several cultural festivals and events are held annually, such as the Tempe Lake Festival, the Anniversary Celebration of Wajo, and cultural performances organized by each sub-district in Wajo;

j. Multi-Stakeholder Collaboration (Pentahelix Approach), The cultural tourism development strategy requires synergy between government, academia, businesses, communities, and the media. This pentahelix model encourages innovation and the sustainability of tourism development programs. Tourism higher education institutions have helped the Wajo Regency government in preparing the Master Plan for Wajo's Tourism Development, conducting research, and developing tourism products, while the private sector has supported the process through investment and promotion;

k. Strengthening Regulations and Incentives, The local government needs to establish regulations that support cultural preservation while providing incentives for cultural tourism businesses. Regulations that have been established in Wajo Regency include:

Regional Regulation No. 9 of 2020 on the Master Plan for Tourism Development in Wajo Regency;

1. Regional Regulation No. 13 of 2021 on Cultural Advancement in Wajo Regency;
2. Regional Regulation No. 12 of 2013 on Cultural Heritage Preservation in Wajo Regency.

With the consistent and integrated implementation of these strategies, Wajo Regency has a great opportunity to strengthen its position as one of the leading cultural tourism destinations in South Sulawesi.

The following SWOT analysis aims to strengthen the strategy for managing the cultural tourism potential in Wajo Regency (Table 2). It identifies internal and external factors, namely strengths, weaknesses, opportunities, and threats, which are then used to formulate strategic alternatives

TABLE 2: SWOT Analysis.

INTERNAL	EXTERNAL
STRENGTHS 1. Diverse tourism attractions. 2. Availability of accommodation facilities. 3. Strong regulatory framework. 4. Existing cultural tourism objects and attractions.	OPPORTUNITIES - Shift in tourism trends from mass tourism to alternative tourism. - Strong aspiration to become a tourism destination. - Hosting of nationally and internationally scaled tourism markets.
WEAKNESSES 1. Suboptimal tourism marketing. 2. Inadequate infrastructure and facilities. 3. Low quality of human resources.	THREATS - Growing tourism attractions in other regions. - Tourism businesses vulnerable to various issues and changes. - Modernization tends to abandon local wisdom.

SWOT-Based Strategic Alternatives

SO Strategies (Strengths–Opportunities)

1. Strengthening infrastructure and accessibility through the development of supporting facilities.
2. Restoring the authenticity of cultural heritage that holds significant value for history, science, education, religion, and/or culture.

WO Strategies (Weaknesses–Opportunities)

1. Digital-based promotion strategy through social media and official tourism websites.
2. Empowerment of local human resources via training and mentoring.

ST Strategies (Strengths–Threats)

1. Preservation of local culture.
2. Protection and conservation of cultural heritage from human or natural damage; realizing cultural heritage as a valuable cultural asset that can be managed, developed, and utilized for public welfare with attention to preservation.

WT Strategies (Weaknesses–Threats)

1. Increasing public awareness and concern in tourism management.
2. Involving and empowering communities in tourism management.

4. Conclusion

The findings of this study affirm that Wajo Regency holds considerable potential for cultural tourism development, supported by its rich cultural heritage, historical sites, and living traditions. However, the current level of tourism contribution to the regional economy remains limited due to several persistent challenges, including inadequate infrastructure, weak promotion strategies, and low community involvement. To overcome these barriers and leverage existing opportunities, a comprehensive strategy centered on cultural preservation, community empowerment, and digital transformation is essential. Strengthening infrastructure and accessibility, developing digital-based promotional campaigns, and revitalizing traditional festivals are key strategic actions. Furthermore, a participatory approach involving multi-stakeholder collaboration—particularly through the pentahelix model—has proven to be an effective framework in aligning tourism development with sustainability goals. By integrating these strategic components, Wajo Regency is poised to enhance its competitiveness as a cultural tourism destination while safeguarding its intangible cultural heritage. The research underscores the importance of embedding local wisdom into development practices and highlights the role of education, regulation, and innovation in ensuring long-term cultural and economic resilience. This study provides a valuable reference for policymakers, practitioners, and scholars in shaping inclusive and sustainable cultural tourism models in Indonesia and beyond.

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