

## Deli Tobacco as a Cultural Heritage

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### Abstract

*Deli tobacco plantation is the first plantation in Tanah Deli. The history of plantations in East Sumatra began with the success of Jacobus Nienhuys planting Deli tobacco in Tanah Deli. Since World War II in 1945, Deli tobacco production has begun to decline. Such a condition has affected the area of Deli tobacco plantations. Since Deli tobacco is an ever triumphed characteristic and pioneer at the international level, tobacco plantations in East Sumatra should be protected and maintained as a cultural heritage. Problems are formulated into how social factors influence the decline of tobacco products and how to protect the landscape of Deli tobacco plantations. This study employed normative juridical research using descriptive analysis. The findings show that the factors influencing the decline production of tobacco among others are decreasing land fertility and difficulty of obtaining a new estate, the global economic depression, the nationalization and the occurrence of social revolutions leading to land grabbing by the community. Deli tobacco is classified as a cultural heritage, a legacy, and a historical landmark of Tanah Deli. Protection of Deli tobacco landscape according to Law No. 11 of 2010 concerning Cultural Heritage states that its existence needs to be preserved due to its important value for history, education, and culture. Conclusion Sustainable landscapes help fulfill the principles of sustainable development as laid out in development goals. The suggestion of the results of this study is that Deli tobacco must be protected and maintained as an agrotourism landscape.*

### Keywords

Deli tobacco, heritage



## I. Introduction

Landscape is a system and ecology that consists of natural ecosystems and ecosystems modified by humans and which are influenced by different ecological, historical, political, economic and cultural activities. Sustainable landscapes help fulfill the principles of sustainable development as laid out in the objectives development. Sustainable landscapes seek to minimize trade-offs between economic, social and environmental goals. Landscapes are determined by stakeholders, policies set by stakeholders involved in landscape management are adjusted to natural boundaries, land features, jurisdictional and administrative areas (Denier, 2015).

Nusantara Plantation in Indonesia has a very large plantation land and a challenge for the community to develop it. Plantations originated from the Dutch colony which started from the VOC period which required forced labor in the plantation sector. While the colonial legacy requires us to process it into natural resources that are in high demand of the world such as rubber and palm oil plants. In controlling plantations needed reliable human resources (HR) who a part of the garden circle (Riadi, et al, 2020).

Plantation is part of a large-scale and complex commercial agricultural economic system that is capital intensive, uses large tracts of land, has a large workforce organization with detailed division of labor, uses modern technology, specialization, administrative and bureaucratic systems as well as good marketing. There are several types of plantation crops that are cultivated in Indonesia, namely annual crops and annual plants. One of the annual plantation crops cultivated during the colonial period is Deli tobacco (Rahardi, 2003).

Plantations in East Sumatra (now North Sumatra) started with the success of Jacobus Nienhuys growing high quality cigar-wrapping tobacco in the Deli area. Between the Snake River and the Wampu River is fertile land suitable for tobacco cultivation. Deli tobacco in Deli land is known as the best cigar wrapper in the world (Mukti and Achmad, 2010).

Speaking of regional development in East Sumatera, it cannot be separated from plantations. The success of Jacobus Nienhuys in the experiment of planting Deli Tobacco, which first began in 1863, until finally being able to establish the Deli Maatschappij company in 1869, became a trigger for other companies to cultivate tobacco as well. Between 1885 and 1886 there were so many contracts for tobacco cultivation (Sumarno et al, 2020).

The role of organizational structure highly determines the success of a company in supporting its management well. The success is closely related to a company's organizational structure because, in reality, this structure performs the company's operation, its policy and its decision. Organizational structure disperses horizontally and vertically. Vertically means that a company performs the operation, maintenance, and assignment so that it can operate smoothly, effectively, and efficiently, while horizontally means that it performs them by involving public service (Suprayitno et al, 2020).

In its development, tobacco prices began to fall in the Deli area. The decline in land fertility and the adoption of high import tariff policies by the United States are among the reasons. Another cause is that the production is too large compared to the needs so that the market is oversupplied. Periods of uncertainty continued until after the end of World War II in 1945. Security conditions did not immediately recover and the outbreak of social revolution that struck the region in East Sumatra. Prolonged instability stimulates community land grabs. Planters are powerless to defend their concession lands (Gani).

Now, due to land occupation, changes in spatial planning, landscapes and the emergence of social problems, Deli tobacco is increasingly fading. If there are no comprehensive steps, it is feared that the Deli tobacco will be remembered in the history of the Deli plantation. The above description shows that Deli tobacco is a pioneer of the plantation industry in Deli land, but over time the production of Deli tobacco plantations has declined. This paper discusses 1. How the factors influence the decline in tobacco production. 2. How is the protection of the Deli tobacco plantation?

## **II. Research Methods**

The method used in this research is normative (Sunggono, 1997) the nature of the research is analytical descriptive by analyzing the factors that influence the decline in Deli tobacco production and protecting the Deli tobacco plantation landscape as a cultural preservation according to Law number 11 of 2010 concerning Cultural Heritage.

### III. Results and Discussion

#### 3.1 Factors Affecting the Decline in Deli Tobacco Production

Tobacco is the first commodity to be planted on a plantation scale in East Sumatra. Jacobus Nienhuys was a pioneer who moved tobacco cultivation from East Java to Deli land in 1863. Through the help of Said Abdullah, the Deli Sultan Mamoen Perkasa Alam granted permission to plant Deli tobacco on concession land (Fernando, 2011). Hasibuan et al (2020) stated that in general, land area has a direct effect on production, if land area increases, it will automatically increase production. However, at a certain time the planting area and production will not affect directly if there are several factors in it including planting age which directly affects production.

Granting of rights and concessions from the Government of the Netherlands East Indies and Sultan Deli accompanied by conditions and deadlines, contracts for the first 12 years. Some concessions are valid for 99 years, others are valid for 70 years or 75 years. In the Mabar-Delitua Contract dated 11 June 1870, which was signed by Sultan Deli and Deli Maatschappij. With the publication of Agrarische Wet in 1870 it became the new legal basis for the expansion of Deli tobacco culture. Deli tobacco products were first sent to the international market in Rotterdam in March 1864 (Saidin, 2016).

The presence of tobacco from East Sumatra was responded to enthusiastically by the European market. At the peak of its heyday in 1888, there were 148 plantations operating tobacco in Deli. In terms of export value, the highest number was achieved in 1913, amounting to 50 guilders (Tambunan, 2014).

Tobacco commodities began to enter slowing growth into the 20th century. Among them are the fiscal policy of the United States Government to protect domestic tobacco farmers by increasing import duties on Indonesian tobacco. Another factor is the decline in land fertility because it is increasingly difficult to obtain new land. The decline in the world economy, the loss of the main markets of plantation commodities and the insecurity of the shipping of merchant ships to major markets in Europe have encouraged companies to reduce their operational activities. Expansion of the use of plantation land for other uses also occurred because the Japanese occupation army commanded the development of Jatropha, Kiass, rice, hemp, and peanuts, so that the tobacco plantation concession land decreased. The land that should have been designated for tobacco cultivation in an area of around 160 thousand hectares or half of the total area was transferred to other cultivation under Japanese orders. The land chosen was Langkat, Deli, Serdang and Simalungun. Generally the converted land is located alongside a highway, in a plantation settlement or near a resident's village.

The land is divided into plots of plantation workers and surrounding communities. Processed and cultivated for certain plants whose results are used to meet their own needs or sold to the government. In the agreement stated permanent land ownership rights in plantation companies. The Japanese Army used plantation land to become agricultural land to support the needs of the Japanese war in Greater East Asia. When Japan left Indonesia there was a government vacuum, many of these lands were not returned to plantation company owners.

According to Hasibuan et al (2020) commercializing agriculture by introducing and developing crops traded in rural areas is a sharp strategy in developing rural areas. Specialization of crop production using advanced technology will increase productivity and create specific markets on a national and international scale. Producing traded crops can attract investors to invest in rural areas. Wayne Nafziger (2006) explained, since the 1990s where the era of globalization and commercialization began, Multinational

Companies invest and transfer technology, develop product collaboration with local researchers, train producers, introduce contract farming, and provide financial assistance for farmers and people. poor agribusiness people. and developing countries.

Cultivators retain the land that has been cultivated and refuse when asked to return it. Plantations are often clashed with the people. Issues regarding the distribution of plantation land are things that are subject to their agitation to attract the support of land tenants. As a result of the community being cultivated land for too long, namely since the population of Japan in 1942, the world economy which was destroyed by the war and socio-political conditions that are not conducive to security has affected the relationship between landowners (in this case plantation companies) and cultivators. The uncertainty of the future of plantations has opened up opportunities for communities to control the land they are working on.

National political uncertainty during the parliamentary to presidential transition, so it is very influential in the region. Non-compliance with applicable rules and regulations and social order. The nationalization of plantation companies and the social revolution due to collective revenge. The people were dissatisfied with the policies of the sultan and local authorities who were considered inclined to benefit the invaders and were considered not to support the Indonesian independence movement (Kartodirdjo, 1991).

Problems became even more critical when the central government nationalized Dutch plantation companies which affected the move of European planters and plantation managers to return to their homeland. The transformation of values, skills in managing plantations and building export marketing networks is not fully implemented.

**Table 1.** Total Growth in Estates in East Sumatra 1864-1904

<b>Year</b>	<b>Total Plantation</b>	<b>Year</b>	<b>Total Plantation</b>
1864	1	1887	114
1873	13	1888	141
1874	23	1889	153
1876	40	1891	169
1881	67	1892	135
1883	74	1883	124
1884	76	1894	111
1885	88	1900	139
1886	104	1904	114

Source : Breman (1997)

The data above shows that in the first 10 years of 1864 the number of plantations increased to 23 units. The next ten years increased to 76 units. The peak was in 1891, where there were 169 units and then decreased because as a result of falling tobacco prices in 1891 (Sinaga, 2018).

### **3.2 Deli Tobacco Protection as Cultural Heritage**

The area of the tobacco plantation business that became the Deli Maatschappij concession in Sumatra Timur in its golden period reached 258 thousand hectares. In 1914, the number of gardens fell to 101. By 1930, the number had decreased to 72. Entrepreneurs start investing in other crops. When tobacco plantations were nationalized in 1957, only two companies remained, namely Deli Maatschappij with 16 plantations and Senembah Maatschappij with 6 plantations. The garden was then integrated into PTPN IX (now

PTPN II), in 1965 with a 59,000 hectare concession between Sei Wampu in Langkat and Sei Ular in Deli Serdang. The land also began to be planted not only tobacco, but also other plants while waiting for the rotation of six yearly tobacco planting.

**Tabel 2.** Deli Tobacco Plant Area 2011-2018

Year	Large		Production (Kg)
	Field	Ha	
2011	658	526.40	194,313
2012	675	540.00	175,414
2013	725	580.00	186,459
2014	688	550.40	200,882
2015	451	360.80	135,292
2016	105	84.00	18,548
2017	105	84.00	29,224
2018	55	44.00	35,304

Source : PTPN 2

Landscape Conservation as a human endeavor to protect or protect the legacy of valuable cultural and historical remnants from various changes that are negative or that damage the existence or what they have. Deli Tobacco is part of the history of plantations that once triumphed in Indonesia and even in the world. If you see the area of Deli tobacco that decreases it is feared that there will be a change in the production of Deli tobacco plantations to other plantation production commodities.

In 1997, North Sumatra Province Regulation No. 12 of 1997 concerning Deli Tobacco Plant Preservation, in the Landscape of PTPN II Cultivation Rights Area, stated that there were only 12 locations in the Langkat and Deli Serdang area, plantations designated for Deli tobacco, namely Kuala Bingai, Kuala Begumit, Tandem Hilir, Tandem, Bulu Cina, Klumpang, Klambir Lima, Helvetia, Scentis, Bandar Klipa and Batang Quiz. But in 2016 there were only 3 plantations which produced Deli tobacco, Bulu China, Klumpang and Helvetia (Breman, 1997).

Deli Tobacco should be anesthetized and protected. According to Law Number 11 Year 2010 concerning Cultural Heritage, Deli tobacco is classified as Cultural Heritage Property, in accordance with Article 1 paragraph 2 which states that Cultural Heritage Objects are natural objects and / or man-made objects, both movable and immovable, in the form unity or group, or parts of it, know the remnants that have a close relationship with culture and the history of human development.

Deli Tobacco is very suitable as a Cultural Heritage Site. Article 1 paragraph 5 states that a Cultural Heritage Site is a location that is on land and / or water containing Cultural Heritage Objects, Cultural Heritage Buildings, and / or Cultural Heritage Structures as a result of human activities or evidence of past events. The Deli Tobacco Preservation Preservation approach strengthens the protection of the Deli tobacco landscape as a legacy and maintains the Deli's historical heritage that integrates with relevant interests, uses and current conditions (Sumarno, 2016).

## IV. Conclusion

Deli tobacco is a hallmark and a pioneer of plantations in Deli lands. In 1863 Jacobus Nienhuys succeeded in growing high quality cigar wrapping tobacco. However, over time Deli tobacco production began to decline due to land occupancy factors, spatial change, landscapes, nationalization and social revolution. If there are no comprehensive steps, it is feared that Deli tobacco is only history. According to Law number 11 of 2010 concerning Cultural Heritage, Deli tobacco is classified as Cultural Heritage Property. For this reason, the protection of the Deli tobacco plantation landscape as a Cultural Heritage Property.

Deli Tobacco is now managed by PT. Perkebunan Nusantara 2 (PTPN2), therefore it is expected that Deli Tobacco managers maintain and protect the Deli tobacco landscape as a Cultural Heritage. Deli Tobacco can be used as an agro tourism for people who want to know the history and commodity of Deli Tobacco. PTPN2 as Deli tobacco manager should make a policy so that the general public can see Deli tobacco directly as a cultural preservation.

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