

From Epigraphy to Historical Tourism: The Talang Tuo Inscription's Potential as a Heritage Tourism Resource in the Sriwijaya Kingdom

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ABSTRACT

This study examines the historical and cultural importance of the Talang Tuo Inscription and its potential as a heritage tourism resource in South Sumatra. Prior studies have predominantly concentrated on its philological and religious dimensions, resulting in a deficiency in comprehending its significance for cultural heritage management and sustainable tourism development. Commissioned by Dapunta Hyang Sri Jayanasa in 684 AD, the inscription encapsulates Sriwijaya's ethical, spiritual, ecological, and humanitarian perspective, highlighting welfare, social cohesion, and equilibrium with nature. This study utilizes the historical method, incorporating heuristics, source criticism, interpretation, and historiography, and is based on inscription analysis, literature review, and field observations conducted at the Balaputera Dewa Museum. The findings indicate that the inscription served not only as an administrative record but also as a political and cultural manifesto that defined Sriwijaya's identity as an ethical and ecological civilization. Currently, it has significant potential to advance heritage tourism through digital integration (AR/VR), site collaboration, and community-based management. This study emphasizes the need to convert the Talang Tuo Inscription into dynamic heritage, to enhance cultural diplomacy and sustainable heritage tourism, and to present a novel framework that amalgamates historical analysis with cultural tourism planning.

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1. INTRODUCTION

The Talang Tuo Inscription is a significant artifact of the Sriwijaya Kingdom, unearthed in the Talang Tuo region of Palembang in 1920. This inscription, dated 684 AD, was issued by Dapunta Hyang Sri Jayanasa and conveys a message concerning the establishment of the Sriksetra Garden for the benefit of the populace [1]. The inscription's contents highlight the king's concern for social and environmental issues and reveal the

religious, humanistic, and ecological values present in Sriwijaya society [2]. The Talang Tuo Inscription serves as a significant historical source and epigraphic artifact that illustrates the sophisticated civilization of the archipelago in the 7th century AD.

The presence of this inscription is crucial for maintaining the nation's historical identity. The Talang Tuo Inscription, as a genuine document, provides definitive proof of Srivijaya's existence and prominence and embodies esteemed values that serve as moral and cultural references for contemporary generations [3]. Restoring the significance of the inscription entails not only safeguarding remnants of the past but also enhancing the nation's collective consciousness of its historical identity [4]. The Talang Tuo Inscription serves not merely as an artifact but also as a conduit for preserving cultural identity, linking the past to the requirements of contemporary society.

Conversely, recent advancements indicate that epigraphic heritage, exemplified by the Talang Tuo Inscription, possesses significant potential for the development of heritage tourism. The notion of historical tourism, rooted in cultural heritage, underscores both educational and recreational dimensions while simultaneously fostering sustainable contributions to the local economy. Palembang, the epicenter of the Sriwijaya Kingdom, has the potential to establish this inscription as a prominent historical tourism emblem, whether via museum exhibitions, integration with other historical sites, or the application of digital technologies such as interactive applications, augmented reality (AR), or virtual reality (VR) [5]. This research is essential for assessing the historical significance of the Talang Tuo Inscription and investigating its potential for development within the context of heritage tourism in South Sumatra.

Prior research on the Talang Tuo Inscription by Sondang M. Siregar [6], titled "Talang Tuo Inscription: The Management of the Environment in the Sriwijaya Period," emphasizes the inscription's contents as proof of ecological consciousness during the Sriwijaya Kingdom era. In the inscription, King Dapunta Hyang Sri Jayanasa mandated the establishment of the Sriksetra park, which functioned as a nature conservation area, a water source, and a habitat for diverse fauna. This research indicates that the inhabitants of Sriwijaya possessed a concept of sustainable environmental management through irrigation systems, the cultivation of diverse productive crops such as sago and coconut, and initiatives to preserve equilibrium between humanity and nature [6]. Kabib Sholeh (2017), in his study "The Talang Tuo Inscription, a Relic of the Sriwijaya Kingdom, as Teaching Material for Indonesian History in High Schools," investigates the application of this inscription as a historical resource for high school education [7].

Prior research on the Talang Tuo Inscription has predominantly focused on philological, religious, and ecological analyses that highlight the text's content and its moral and spiritual implications, while largely overlooking a thorough investigation of the inscription's potential in cultural heritage and historical tourism development. To date, the Talang Tuo Inscription has been primarily regarded as a historical document or educational resource, leading to suboptimal exploration of its cultural, social, and creative economic values. This 7th-century artifact from the Sriwijaya Kingdom exemplifies a worldview focused on prosperity, social harmony, and environmental conservation, embodying values pertinent to the principles of sustainable cultural tourism. According to data from the

Palembang City Culture and Tourism Office (2023), the Sriwijaya Kingdom Tourism Park Museum (TWKS), which houses a replica of the inscription, attracts an average of 15,000–20,000 visitors annually, underscoring the underutilization of this historical asset for cultural tourism. This study employs an interdisciplinary methodology that integrates historical, epigraphic, and cultural tourism analyses to evaluate the Talang Tuo Inscription as both a historical artifact and a dynamic heritage with educational, recreational, and economic importance. This study aims to enhance cultural heritage management, promote sustainable tourism in Palembang, and establish a conceptual framework for national cultural preservation policies. This study specifically examines the historical significance of the Talang Tuo Inscription and assesses its viability as a competitive and sustainable cultural tourism resource.

2. METHOD

This study employs a historical methodology comprising four principal stages: heuristics, source criticism, interpretation, and historiography [8], [9]. Data collection took place from August to October 2025 in Palembang, South Sumatra, primarily focusing on the Talang Tuo Site, the location of the original inscription, and the Sriwijaya Kingdom Tourism Park Museum (TWKS), which houses replicas of the inscription and associated artifacts. The selection of these sites was predicated on their significance to the historical context of the Sriwijaya Kingdom and their role as hubs for interpreting cultural heritage and promoting public education on local history. During the heuristic phase, researchers gathered data from primary sources, specifically the Talang Tuo Inscription, alongside secondary sources such as historical literature, epigraphic analysis, and materials related to cultural tourism. Empirical observations were conducted at the TWKS Museum to analyze the exhibition layout, visitor interactions, and interpretive narratives provided by the museum.

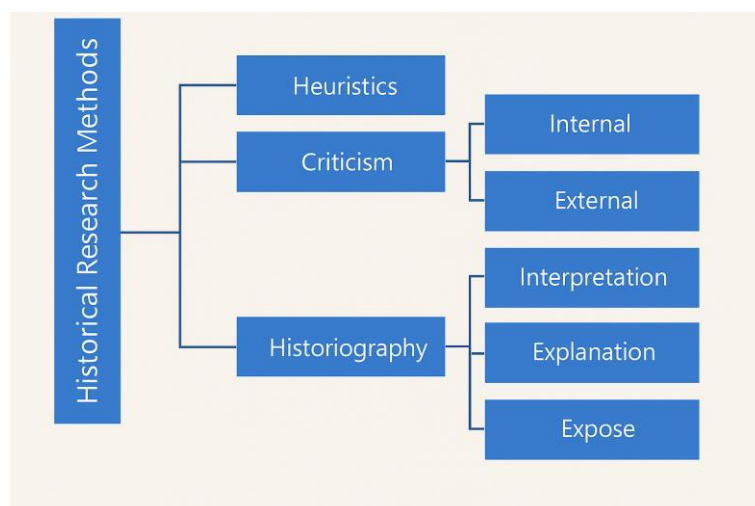


Figure 1. Research flow of the historical methodology process (Source: Personal data processed)

The subsequent phase is source criticism, conducted in two forms: external and internal. External criticism assesses the authenticity, validity, and physical condition of the inscription, whereas internal criticism analyzes the linguistic, symbolic, and philosophical meanings embedded in the text. This process seeks to ensure that the data used are genuinely

validated and scientifically credible. This approach validates the historical significance of the Talang Tuo Inscription as a primary source while situating it within a wider framework as a cultural artifact of educational and spiritual importance. The interpretation and historiography phases are conducted to analyze the validated data, highlighting the historical, cultural, religious, and philosophical dimensions present in the Talang Tuo Inscription. All findings are subsequently synthesized in the historiography phase into a systematic and reflective narrative, yielding a comprehensive understanding of the historical significance of the Talang Tuo Inscription and its relevance to advancing sustainable cultural tourism in Palembang.

3. RESULTS AND DISCUSSION

3.1. Historical Value

The Talang Tuo inscription is of significant historical importance for understanding the early dynamics of the Sriwijaya Kingdom. This inscription dates to 684 AD, during the reign of Dapunta Hyang Sri Jayanasa, recognized as the kingdom's inaugural king and founder. Its existence serves as verifiable evidence of Sriwijaya's status as a significant power with extensive influence in Southeast Asia [10]. This inscription historically affirms that Srivijaya was not solely a kingdom of political and economic dominance but also a civilization with a robust ideological and cultural foundation. This indicates that from its inception, Srivijaya had defined itself as a hub of maritime authority with historical and philosophical validity.



Figure 2. Reproduction of the Talang Tuo Inscription at the TWKS Museum (Source: Personal Documentation of Tomy Wijaya)

The Talang Tuo Inscription indicates that the Sriwijaya administration prioritized moral, spiritual, and social values over territorial conquest or military strength as the foundation for unifying the populace. This exemplifies inclusive leadership that prioritizes collective welfare and social harmony as its primary objectives [11]. This inscription serves as both an administrative record and a tool for political legitimacy, as well as a medium for expressing the kingdom's vision. The message therein underscores that Sriwijaya's legitimacy arises from the king's capacity to uphold stability, peace, and the welfare of the populace — a political legacy that remains relevant today.

The Talang Tuo Inscription conveys a moral message pertinent to governmental principles. Dapunta Hyang Sri Jayanasa, the founder of the Sriwijaya Kingdom, asserted that the primary aim of governance is to foster a harmonious, peaceful, and prosperous existence for all citizens. This message asserts that power is not solely a tool of oppression but a mechanism for preserving social equilibrium and public well-being [12]. The inscription serves as ideological legitimization, reinforcing the king's role as the protector of the populace and the guarantor of social order.

Moreover, the ethical message embedded in this inscription extends beyond mere human relationships. The emphasis on nurturing both animals and plants reflects Srivijaya's holistic cosmological perspective. This illustrates that the inhabitants of Srivijaya perceived humans as integral components of a larger ecosystem, rather than as isolated entities detached from their surroundings [13]. Consequently, the ecological principles embedded in this inscription transcended its era, even resonating with contemporary notions of sustainability.

This comprehensive cosmological perspective indicates that the Srivijaya administration was not solely focused on political and economic objectives but also considered spiritual dimensions and ecological equilibrium [14]. The moral principles evident in the inscription demonstrate attempts to establish a civilization founded on ethical, religious, and ecological values. The Talang Tuo Inscription possesses both historical and philosophical significance, as it elucidates the interrelationship among humanity, authority, and the cosmos.

The Talang Tuo Inscription, grounded in its significant moral and spiritual values, can be regarded as both a royal administrative document and a text embodying ethical and religious teachings. Its existence bolstered Srivijaya's political authority while instilling virtuous values among the populace [15]. This inscription is of significant importance in historical studies, as it helps us understand Srivijaya's political framework and reveals the philosophical concepts that underpinned the archipelago's civilization in antiquity.

The Talang Tuo Inscription's historical significance is epitomized by its emphasis on the welfare of the populace, which constitutes its central theme. The prayers inscribed are not solely spiritual expressions; they also embody the political and social aspirations of a monarch who prioritized the welfare and security of his subjects. The aspiration for individuals to coexist harmoniously, attain joy, and be shielded from diverse calamities and afflictions [16]. This indicates that Sri Jayanasa's leadership was founded not solely on military strength or political expansion, but also on a moral obligation to safeguard his populace.

Sri Jayanasa aimed to establish legitimacy by offering collective welfare. This action exemplified a people-centric governance model, which could be deemed progressive for that period. Rather than regarding individuals as mere instruments of authority, Srivijaya recognized them as the primary agents responsible for the kingdom's viability. This signified a political consciousness that the kingdom's stability and prosperity were significantly reliant on the welfare of the populace, safeguarded by the rulers.

The Talang Tuo Inscription conveys a crucial message that the political legitimacy of Srivijaya is contingent upon the rulers' capacity to provide peace, prosperity, and security

to the populace. These values were pertinent not only during the Srivijaya period but also remain significant in the modern era. The principle of people's welfare as the foundation of power legitimacy is essential for establishing a humanistic, just, and community-oriented government in contemporary governance. The ethical legacy of the Talang Tuo Inscription is historically significant and serves as a source of inspiration for exemplary governance practices across time.

3.2. Cultural significance

The Talang Tuo inscription is historically and culturally significant, significantly shaping the local identity of the Sriwijaya community. Its existence demonstrates how epigraphic texts served as a medium for instilling values aligned with local culture while retaining universal appeal. The message demonstrates that the kingdom bequeathed not only political legacies but also philosophical concepts that remain pertinent today. This inscription, as a royal document, embodies Sriwijaya's collective ideology, emphasizing not only the legitimacy of power but also the equilibrium among political authority, social order, and a cultural vision transmitted across generations [17]. The Talang Tuo Inscription serves as a significant indicator of the cultural identity of the Sriwijaya community, which continues to shape the dialogue on cultural preservation in South Sumatra. It provides a crucial basis for understanding the archipelago's civilization in the 7th century.

The primary cultural value in the Talang Tuo Inscription lies in its religious aspect, as evidenced by the prayers it includes. These prayers not only articulate personal spirituality but also assert that the transcendental dimension significantly influences the kingdom's existence, serving both as a religious observance and as a moral justification for the rulers. The expectation that the populace would remain under divine safeguarding, shielded from calamity, and bestowed with joy indicates that spirituality served as an ethical basis for the establishment of statehood [18]. This religiosity evolved into a cultural identity that positioned religious values as a cohesive force, thereby extending the role of religion beyond the private sphere to serve as a fundamental pillar in fostering harmony within Sriwijaya society.

This inscription encompasses not only religious elements but also ecological values that were remarkably progressive for its era. The park constructed at the behest of Sri Jayanasa represented not only a material accomplishment but also an embodiment of ecological consciousness embedded in local culture. The park was designed to benefit all organisms, both human and non-human, thereby illustrating an inclusive perspective on the relationship between humanity and nature [19]. This ecological consciousness demonstrates that Srivijaya possessed a vision of sustainability comparable to contemporary discussions on sustainable development. The ecological values in the Talang Tuo Inscription not only signify the kingdom's commitment to environmental equilibrium but also affirm Sriwijaya's identity as a maritime kingdom with a forward-thinking perspective and a focus on the sustainability of all life forms.

The humanistic values in the Talang Tuo Inscription are distinctly apparent in the significant emphasis on the welfare of the populace. The communication regarding the significance of a serene, harmonious, and joyful existence affirms that the Sriwijaya

administration prioritized human welfare over mere authority. This humanism encompasses social justice while also highlighting solidarity, unity, and reciprocal care [20]. These values constituted significant social capital in sustaining the kingdom's stability, as the populace perceived themselves as integral to a political system that safeguarded and enhanced their well-being. The Talang Tuo Inscription serves not only as an administrative document or political tool but also as cultural heritage that imparts universal values about humanity that remain pertinent today.

The Talang Tuo Inscription epitomizes the grandeur of Sriwijaya, reflecting its status as a maritime kingdom with significant influence in Southeast Asia and its capacity to transmit noble values that have molded the community's cultural identity across generations. This inscription illustrates that Sriwijaya's greatness stemmed not solely from political and military prowess but also from a culture rooted in morality, sustainability, and humanistic values.

3.3 Tourism potential

The Talang Tuo Inscription possesses significant potential to be cultivated as a heritage tourism resource, thereby enhancing Palembang's reputation as the epicenter of Sriwijaya's splendor. This inscription encompasses historical information as well as profound moral, religious, and ecological messages. As one of the most ancient epigraphic artifacts from the Sriwijaya period, its presence can serve as a historical tourism emblem that emphasizes cultural identity, setting it apart from other Indonesian destinations. Incorporating the Talang Tuo Inscription into the overarching narrative of Sriwijaya's history allows tourists to engage with artifacts while also grasping the underlying values they embody. Consequently, the tourism experience provided is more educational, contemplative, and significant, aligning with cultural tourism trends that prioritize intellectual and emotional engagement [21].

The potential to establish the Talang Tuo Inscription as a historical tourism emblem is growing as tourists increasingly seek cultural heritage experiences. Palembang, renowned for its Sriwijaya archaeological sites, including Karanganyar, Bukit Siguntang, and the Balaputera Dewa Museum, is strategically situated to incorporate this inscription as a significant attraction. The "Sriwijaya tourist route" can be formulated as a cohesive tour package that links multiple archaeological sites with a comprehensive historical narrative, thereby enhancing Palembang's identity as the "City of Sriwijaya" [22]. This model aligns with practices across multiple countries that use heritage trails to enhance the appeal of historical tourism and enrich the tourist experience [23]. This integration will provide tourists with extensive historical knowledge and genuine cultural experiences, thereby enhancing Palembang's tourism competitiveness at both the national and international levels [24].

The strategy of establishing inscriptions as heritage tourism destinations can be executed through diverse creative and technology-driven innovations. The digitization of inscriptions through interactive applications, 3D visual reconstructions, and virtual reality technology enables tourists to engage with inscription content in a more profound and captivating way for tech-savvy younger generations [25]. Furthermore, multimedia-driven

interactive exhibitions in museums can offer a more contemporary, immersive, and engaging historical tourism experience. Educational programs, such as historical tours, epigraphy workshops, or the incorporation of inscriptions into the local cultural agenda, are crucial for enhancing public awareness of the significance of preserving cultural heritage. This methodology aligns with the tenets of sustainable tourism, which underscore a balance among conservation, education, and economic advantages [26].

The successful development of the Talang Tuo Inscription as a heritage tourism destination necessitates collaboration among multiple stakeholders. The government is responsible for establishing appropriate regulations, allocating funding, and facilitating infrastructure support. Academics significantly contribute through research, scholarly publications, and policy recommendations derived from critical studies, which serve as references for advancing cultural tourism. Simultaneously, the local community serves as a pivotal stakeholder in the preservation, promotion, and sustainable management of tourism potential. This collaborative effort among multiple stakeholders can transform the inscription into both a historical legacy and a cultural asset that fosters economic development, enhances local identity, and bolsters Indonesia's cultural diplomacy on the global stage [27].

Consequently, the Talang Tuo Inscription can be regarded as a living heritage that retains significance and strategic value within the context of global tourism dynamics. This inscription, as a cultural heritage that preserves historical information and conveys moral, religious, ecological, and humanistic messages, possesses significant potential for revival through various contemporary interpretations. The notion of living heritage underscores that cultural heritage is not a static artifact confined to a museum but an identity that actively engages with contemporary society. The Talang Tuo Inscription serves as both an archaeological artifact and a medium for education, inspiration, and the cohesion of South Sumatra's cultural identity.

4. CONCLUSION

This study's findings affirm that the Talang Tuo Inscription is not only an epigraphic artifact from the Sriwijaya Kingdom period but also a testament to a civilization that championed moral, religious, ecological, and humanistic principles. Dapunta Hyang Sri Jayanasa articulated a governmental vision focused on the welfare of the populace, social harmony, and equilibrium between humanity and nature. This demonstrates that Sriwijaya functioned not only as a maritime and economic power in Southeast Asia but also as a spiritual and intellectual hub that prioritized ethics and spirituality as the cornerstone of its governance. The Talang Tuo Inscription functions as a historical document that reinforces the legitimacy of authority and affirms the cultural identity of the Sriwijaya people, remaining pertinent in contemporary times.

This study has historical and philosophical significance and validates the Talang Tuo Inscription's strategic potential to advance heritage tourism in Palembang. To maximize this potential, specific policy measures are required, including the incorporation of Augmented Reality (AR) and Virtual Reality (VR) technologies into museum interpretation to enrich visitors' educational experience. Furthermore, fostering collaboration among local

governments, academic institutions, and communities in the management of heritage sites is essential to establishing a participatory and sustainable conservation model. This strategy aims to transform the Talang Tuo Inscription from a mere static artifact into a dynamic heritage that serves as an educational medium, a source of local pride, and a resource for Indonesia's cultural diplomacy on the global stage.

This study, however, has limitations regarding the empirical analysis of visitor perceptions and the economic ramifications of cultural tourism. Consequently, additional research is advised to undertake quantitative studies, such as visitor perception analysis or economic impact assessment, to more objectively evaluate the economic potential and advantages of developing heritage tourism centered on the Talang Tuo Inscription. Additional research integrating historical and sustainable tourism methodologies is anticipated to significantly enhance the preservation, utilization, and promotion of Sriwijaya's cultural heritage on both national and international levels.

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