

The Lokan (Marsh Clam) Festival and the Rungus Ethnic Group Participant in Community-Based Aquaculture Program, North Borneo, Malaysia

ABSTRACT

Communities undertake various strategies to ensure that the development programs introduced to them can sustain. For participants of the Lokan (Marsh Clam) Aquaculture Project in Kopunadan Village, Matunggong, North Borneo which consists of the Rungus ethnic group, Lokan Festival is one of the platforms for income sustainability among the program participants. When first introduced in 2016, Lokan Fiesta managed to bring together the Kopunadan villagers and attracted the surrounding communities to make this festival a success. During the festival, lokan was raised as the main product through lokan burning activities, experience collecting lokan at the mangroves, sale of raw lokan, lokan cooking competition and lokan-based children's fashion show. In addition, the Rungus cultural performances such as dancing and singing were also performed. The community also wears traditional dress and displays the cultural product for the gaze of visitors. Thus, the Lokan Festival has become a community meeting ground, a location to generate side income, especially the participants of the Lokan Aquaculture Project and at the same time promote the culture of the Rungus ethnic group.