

Analysis Problem Community Empowerment in Community Awareness Tourism (TASMASDARWIS) Siguntur Old Regency South Coast

KOLOKIUUM

Jurnal Pendidikan Luar Sekolah

<http://kolokium.pjj.unp.ac.id/>

Jurusan Pendidikan Luar Sekolah

Fakultas Ilmu Pendidikan

Universitas Negeri Padang

Sumatera Barat, Indonesia

Volume 12, Nomor 2, Tahun 2024

DOI: 10.24036/kolokium.v12i2.1053

Received 9 Oktober 2024

Approved 10 November 2024

Published 30 November 2024

*Ismaniar^{1,8}, Wirdatul'Aini², Setiawati³, Desri Nora⁴, Fitri
Dwi Arini⁵, Muhammad Fahrur Rozi⁶, Klara Septia Landa⁷*

^{1,2,3,4,5,6,7} Department of Non-Formal education Faculty of Education Padang State University

¹ ismaniar.js.pls@fip.unp.ac.id

² wirdatulaini@fip.unp.ac.id

³ Setiawatipls@fip.unp.ac.id

⁴ desrinora@fis.unp.ac.id

⁵ fitridwiarini@fip.unp.ac.id

⁶ mfahrurrozi@fip.unp.ac.id

⁷ klaraseptia@gmail.com

ABSTRACT

Activity tourist based potency natural is one of the flagship programs currently encouraged in various area . Because, activities tourist have potency great economy and can influence developments in various sector life society. Existence awareness tourism is needed for support development program success tourist based nature. Because, knowledge, attitude and skills society in general still not yet adequate in Thing the benefits that can be obtained if there is destination tour based nature in the environment. Study this aim for uncover Constraints experienced by the Awareness Society Tour in activity empowerment Public based tour nature in Nagari Siguntur Old, District South Coast. Type study this is study approach case. Data collection techniques combine instruments, interviews and observations as well as analysis document which is various factor or phenomenon connection social in situation certain , describe its uniqueness, and try offer understanding deep that has relevance more wide. Research results show that there are 4 factors the main obstacle activity empowerment community carried out by the community; 1. Mostly TASMASDARWIS management does n't understand each other's TASK, 2. The management of TASMASDARWIS does not alone, 3. Knowledge and skills management still limited in promote location travel, 4. Still lacking Support from Public local.

Keywords: Problems, Empowerment, Community, Awareness, Tourism

INTRODUCTION

Indonesia as an archipelagic country have riches source power unfinished nature managed maximum especially in the tourism sector which is owned. Potency source power owned nature often not realized by some society in general. Source power lowly human is constraint main in tourism sector development specifically for area countryside. Development in the tourism sector could give benefit economy for society because through development potency owned tours could earn *income* for Public from tourists who come and visit .

Riches source power Indonesia 's natural resources are opportunities (opportunities) for increase economy society. Potency managed tourism with good as well as utilization progress technology moment this is the main factor in push development owned tours. Community Conscious Society Tourism (TASMASDARWIS) now is an organ of locomotion important in management potency owned tours. TASMASDARWIS or the general one known with pokdarwis is institutional level community whose members consist from the perpetrators tourism that has care and responsibility as well as play a role as a motivator, mover, and communicator in support creation climate conducive for grow and bloom tourism.

Development potency owned tours no miss from activity empowerment society. Empowerment role Public is something very important concept in increase source power owned human _ specifically for community Public aware travel. According to (Zulkarnain & Raharjo, 2022) explain that empowerment is a series of processes for strengthen and or optimizing empowerment and excellence compete for society to be able increase quality knowledge and abilities that lead to improvement income economy society. just efficacy self, is orientation active to work, motivate employee with make they feel responsible answer on effectiveness work they himsel, (Kim et al., 2018) .

In definition empowerment Public according to Mardikanto and Soebito (Husna & Mustam, 2013) can also interpreted as effort in Fulfill needs desired by individuals, groups, and society wide so that they have ability for To do choice and control environment in order to Fulfill his wishes, including accessibility to related resources with work , activities, and develop potency source power local. Influence change in empowerment and leadership directive on satisfactionmember team with leader them and commitment affective member team, (Mukherjee & Mulla, 2022) .

Development potency tour locally done by the community Public aware tour Signature Old still many have constraint especially in development management organization. Mostly TASMASDARWIS members are still not yet understand about duties and functions in development potency must visit developed. Empower participant for by active build knowledge they than accept information by passive, through participation in reflective dialogue in mutual community _ trusting, familiar, informal, and empathetic, (Chapman et al., 2005) .

Knowledge and skills in To do promotion as well as publication waterfall tour *Sarasah* is also constraint in develop owned tours As big member community aware tour still not yet knowing promotion techniques and strategies that must be done in order to interesting attention of tourists for come and visit. Promotional techniques and strategies tour is one Thing important thing to do controlled by members TASMASDARWIS group use increase amount visiting tourists. Promotion strategy via social media with design profile video area tour is one right choice in interesting sympathy Public for visit to waterfall tour Signature old.

Weakness support and participation Public around for contribute in development potency tour owned nature is problem other in develop waterfall tour *Sarasah* in Siguntur old. The minimum awareness Public will potency tour owned nature as well as knowledge Public about management village tour is problems that must Becomes attention important. According to (Setyorini, 2017) need conducted effort Intensive and sustainable counseling for grow ability, show existence opportunity and help effort enhancement ability for

participate in society. Success limited good because local shared ownership and empowerment processes are weak and due to participant Public tend focuses on the internal management of resources power local than on formation movement based politics large (Muller & Mitlin, 2007) .

PURPOSE

Study this aim for uncover problems faced by the community Public aware tourism (TASMASDARWIS) in development potency Tour waterfall nature Sarasah owned by Nagari Siguntur Old, District South Coast. Type study this use approach case. Data collection techniques combine instruments, interviews and observations as well as analysis document which is various factor or phenomenon connection social in situation certain, describe its uniqueness, and try offer understanding deep that has relevance more wide.

Research primary data this obtained based on results interview, study documentation and notes taken field researcher During implementation implementation analysis and identification problem empowerment community at Group Aware Tourism (TASMASDARWIS) in Siguntur Old Regency West Sumatra Coast. While secondary data obtained from documents as well as existing archives relation with problem empowerment society.

LITERATURE REVIEW

Development tourist now is one activity empowerment lots of people done almost all over place in Indonesia. Based on Minister of Culture and Tourism Regulation No.1 PM.04/UM.001/MKP/2008 Article 1 explained that Aware Tour is something conditions that describe participation and support all component Public in push realization conducive climate for grow and develop tourism in a destination or region. Whereas group aware tour is one form informal institutions formed member community (especially those who have concern in develop tourism in the area).

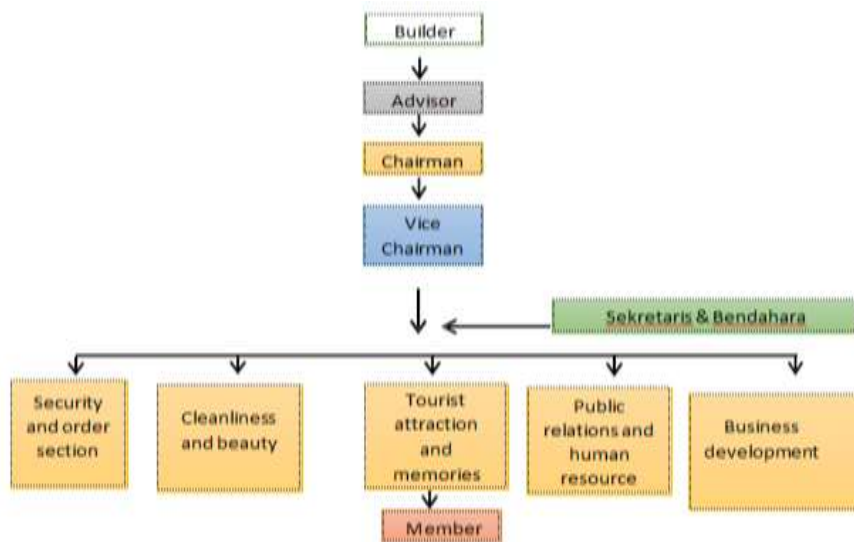


Figure 1. Structure Organization Pokdarwis (Source : Buku Guidelines Pokdarwis)

Draft empowerment Public according to Robert Chambers (Alfitri, 2011) empowerment Public is a draft development economics that encapsulates values social. Draft this reflect paradigm new development, that is character people centered (human-centered), Participatory (participatory), empowering (empowering) and sustainable (sustainable). Whereas in definition other (Arfianto & Balahmar, 2014) Empowerment Public is effort for increase honor and dignity group moderate society poor condition, so they could release self from trap poverty and underdevelopment . Empowerment strive for build ability community, with encourage, motivate , to develop potency that Becomes action real . Evaluation self and strategy preparation is expected could help group Public develop a strong sense of belonging , so that empower they in the process, (Yoo et al., 2004) .

In activity empowerment community , participation or role as well as Public is key success empowerment that alone . Adisasmita (Prabowo et al., 2016) explain that participation Public is something empowerment Public with role as well as activity composing program planning and implementation or project development and is actualization from willingness and will or ability Public for sacrifice and contribute to implementation development. development potency waterfall tour Sarasah in Nagari Siguntur Old must also have great contribution. With out existence role as well as Public inside it so activity development village tour even then no will walk with smoothly. Empowerment gang community can bu ilt with principle holistic, commitment to gang health, leadership, participation, synergy, independence, equality, and sustainability. Development strategy Public remote corner could conducted through regulations, principles brain and muscle (thinker and worker), organization/group work, education community, funding, and advocacy (Palutturi et al., 2021).

METHOD

Analysis Problem Community Empowerment In Community Conscious Society Tourism (TASMASDARWIS) Siguntur Old Regency South Coast using method study qualitative with approach studies case Respondent in study this is TASMASDARWIS members and the Nagari Siguntur community old. studies case according to (Patton, 1991) is study where researcher dig something phenomenon certain (case) in something time and activities (programs, events, processes, institutions or group social) as well as gather information by detailed and deep with use various procedure data collection during period certain. Meanwhile, the sampling technique used in study this is snowball sampling. Snowball sampling is used in study this for find information from informant key in implementation research. As for the chart plot method analysis problem is as following ;

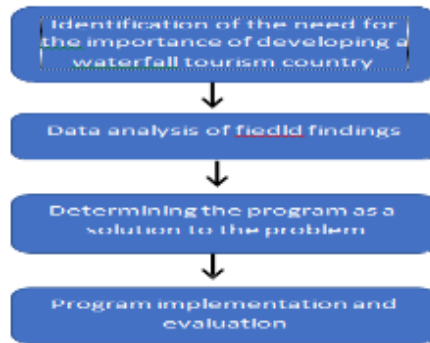


Figure 2. Flowchart of Program Analysis Method

Method analysis studies case used for knowing phenomenon the problem that happened from TASMASDARWIS organization, community, and Nagari Siguntur apparatus old. Method data collection used in analysis studies case the is observation, interview, *Forum Group Discussion* (FGD) and study documentation with stages of the analysis process as following;

- 1) Identification problem by general to Nagari device for knowing problems that occur in development village tour use method interviews, Forum Group Discussions (FGD) and studies document.
- 2) Identification problems and obstacles in develop waterfall tour Sarasah to TASMASDARWIS member with use method interview and Forum Group Discussion (FGD)
- 3) Identification problem with Public around waterfall tour Sarasah To use get more data deep with method interview and observation
- 4) Based on the data obtained with method observation, interview, Forum Group Discussion (FGD) and study document so conducted data analysis for determine problem main will _ quick resolved.
- 5) After problem main found that is, 1. Most TASMASDARWIS management does n't understand each other's TASK, 2. The management of TASMASDARWIS does not alone, 3. Knowledge and skills management still limited in promote location travel, 4. Still lacking Support from Public local.
- 6) Stage Next, determine the program to be held for solve problem that occurs. The programs implemented is
 1. Counseling enhancement knowledge and understanding Public in manage potency tour as object travel .
 2. Importance awareness nagari tour through the Forum Group Discussion (FGD) involving device nagari, character community / niniak mamak, scholars, and leaders Public other. 3. Practice formation community Public aware tourism (TASMASDARWIS), 4. Training marketing tour through online media, and 5. Training *outbound* for member TASMASDARWIS organization

- 7) Stage program implementation is carried out as form effort in solution problem that occurs .
- 8) Stage next, is program evaluation carried out for measure the extent to which the program is being implemented has reach specified goal as well as as guidelines in doing act continue the program in the

RESULTS AND DISCUSSION

Based on analysis studies cases that have conducted so could drawn conclusion about problems that occur in the organization development village tour as following: 1). Mostly _TASMASDARWIS management does n't understand each other's TASK; 2). TASMASDARWIS management does not aloof; 3). Knowledge and skills management still limited in promote location travel ; 4). Still lacking Support from Public local in development waterfall tour Sarasah located in Nagari Siguntur old.

First step: upgrade understanding about organization specifically Duty subject and function as organization mover Public aware tour is important thing for given to member community Public aware Nagari Siguntur tour old. Enhancement knowledge and understanding the conducted with conduct education and training about outlook organize for TASMASDARWIS members. Through the education and training provided, it is hoped that TASMASDARWIS members are able operate Duty with good, able develop potency owned tours and of course capable build Nagari Siguntur Old Becomes village tour To use increase economy Public surrounding Enhancement economy Public according to (Suprina, R., Pasaribu, P., Rachmatullah, 2020) Related activities with tourist show contribution to well-being social Public that is visit traveler contribute to well-being Public like management shop meals , motorbike taxi transportation, and tickets enter destination tour done by the community so that existence income received Public village tour that. As for the description tasks and functions from organization Public mover tour could seen based on table following;

Table 1. Task The Principal and Functions of TASMASDARWIS Siguntur Old

No.	Position Name	Task Principal and Function	Responsibility
1.	builder	<ol style="list-style-type: none"> 1. To do construction throughout _ TASMASDARWIS member in development tourism, human resources, and enhancement Skills member 2. Carry out monitoring and evaluation on each fields and work programs . 3. Lifting and dismissing member TASMASDARWIS administrator 4. Making the organization 's by- laws 	Responsible to Nagari society and government in development tour around
2.	advisor	<ol style="list-style-type: none"> 1. Give considerations , policies , and advice to every program that will held 	Responsible t o community and local

		2. Function for bridge communication Among TASMASDARWIS administrators and members Public around	Nagari Government.
3. Chairman	1. Coordinate meetings and work programs held by TASMASDARWIS 2. Ensure that TASMASDARWIS Siguntur Old permanent walk 3. Give briefing to member in operate each member 's duties 4. Coordinate with Guardian Nagari in Thing development waterfall tour _ Sarasah	Responsible to community, Naga ri government and advisors organization	
4. Vice Chairman	1. Give input to Chairman in develop village tours and waterfalls <i>Sarasah</i> 2. Represent chairman in activity when Chairman unable to 3. Coordinate all Thing about development tour to whole division	Responsible to head of TASMASDARWIS	
5. Secretary	1. Prepare materials meeting on every meeting 2. Take notes notes meetings meeting 3. Prepare attendance list meeting 4. Prepare mailing	Responsible to head of TASMASDARWIS	
6. Treasurer	1. Manage income finance from member cash, investors, tickets, and other funds 2. Manage expenditure finance on each activity 3. Raising a grant from other parties (investors, Nagari government, community and income other) 4. To do recording / bookkeeping finance in and out in organization	Responsible to head of TASMASDARWIS	
7. Sexy Security and Order	1. Guard security and order around waterfall location _ <i>Sarasah</i> Signature Old 2. Inviting and inviting members, residents, and tourists for always safe and orderly around _ Location of Coban Pandavas with make <i>flyer</i> / banner / poster for guard order. 3. Ensure problem resolved with fine, if there is problem security and order	Responsible to head of TASMASDARWIS	
8. Sexy Creation and Beauty	1. Develop development program source power lifting tour _	Responsible to head of TASMASDARWIS	

		uniqueness / uniqueness area Old Siguntur	
		2. Ensure members, residents, and tourists for always guard beauty all around location <i>Sarasah</i>	
9.	Sexy Cleanliness	1. Organize activity cleanliness routine in period time certain	Responsible to head of TASMASDARWIS
		2. Organize and organize greening	
10.	Sexy Business Development	1. Develop efforts citizens who become characteristic typical from Signature Old	Responsible to head of TASMASDARWIS
		2. Develop form information and publications tourism through social media.	
		3. Promote power pull tour <i>Sarasah</i> Signature Old and unique local contained in it _	
11.	Sexy Relations (HUMAS)	1. Develop partnership for activity training tourist	Responsible to head of TASMASDARWIS
	Public	2. Inform things about tourist <i>Sarasah</i> to stakeholders (Tourism Department , Campus and Village Tour other)	
12.	Sexy Promotion and Documentation	1. Develop form information and publications tourism via social media	Responsible to head of TASMASDARWIS
		2. Promote power pull tour <i>Sarasah</i> and uniqueness locale contained in it _	
		3. To do documentation When available activity important	
		4. Follow contribute active in make promotions through photos and videos about tour <i>Sarasah</i>	

Based on table that has been shown above about TASMASDARWIS duties and functions are expected In the future, each component in organization the could operate Duty principal and function. Difference background behind the education you have member of TASMASDARWIS Siguntur Which old is the majority? educated low is challenge as well as pedestal importance socialization the done. Conducted outreach have role so that every administrator could understand position as well as Duty principal and function of each.

Step two: Mostly TASMASDARWIS members have knowledge and skills management limited in promote location travel In effort succeed activity development a potency travel, activities promotion is Thing important in presenting tourists. Along with digital development, promotion often conducted via social media with use various media types like *flyers*, brochures and videos that can be interesting sympathy Public for visit.

Skills in promote tour *Sarasah* Signature Old conducted with To do construction direct to whole TASMASDARWIS Siguntur administrator old. Form construction direct the could

conducted through meet talks, discussions, education and training / workshops, competitions, jamborees, and others. With give construction direct through activity training, hope whole TASMASDARWIS members in particular sexy promotion and documentation could skilled in make content promotion travel, make Interesting *copywriting*, producing travel videos Sarasah as well as promote it through channel *youtube* as well as social media other.

The third step: the minimum Support from Public local in development waterfall tour Sarasah located in Nagari Siguntur Old is one _ Thing most important in development potency travel Participation active as well as involvement Public local good in build area tour nor activity promotion is the main point from whole Suite activity empowerment tourism in Siguntur old. In Thing resolve problem the minimum participation and involvement the required socialization and communication intensive from Nagari government and TASMASDARWIS members regarding all activity as well as programs that will implemented. It is very important for conducted To use increase understanding as well as responsibility the community in order to join as well as contribute in development potency tour locally owned _ Old Siguntur .

CONCLUSION AND PLAN FOLLOW CARRY ON

In analysis studies case this, activity development tour based potency owned nature is one activity empowerment lots of people conducted moment this. Important role from group Public aware tourism (TASMASDARWIS) Siguntur Old as well as participation Public in develop tour local is key main success in development tourism. Implementation activity socialization, Forum Group Discussion (FGD) and training about strengthening organization as well as build involvement Public in empowerment Public based tour important conducted as a first step in increase outlook to village travel.

Plan act carry on based on results analysis studies case done is with carry out monitoring, evaluation and assistance to TASMASDARWIS along with Public around. With To do assistance, hope could help give contribution in the form of put in as well as solve the problem that happened good from organization nor Public around sarah.

BIBLIOGRAPHY

- Alfitri. (2011). *Community Development, Theory and Applications* . Student Library.
- Arfianto, AEW, & Balahmar, ARU (2014). Community Empowerment in Village Economic Development. *JKMP (Journal of Public Policy and Management)* , 2 (1), 53–66. <https://doi.org/10.21070/jkmp.v2i1.408>
- Chapman, C., Ramondt, L., & Smiley, G. (2005). Strong Community, Deep Learning: Exploring the Link. *Innovations in Education and Teaching International* , 42 (3), 217–230. <https://doi.org/10.1080/01587910500167910>
- Husna, MT, & Mustam, M. (2013). Community Participation in Implementing Family Planning Programs in Margoyoso District, Pati Regency. *Journal of Public Policy and Management Review* , 6 (3), 1–9. <https://ejournal3.undip.ac.id/index.php/jppmr/article/view/16739>.
- Retrieved November 19, 2019.
- Kim, M., Beehr, TA, & Prewett, MS (2018). Employee Responses to Empowering Leadership: A Meta-Analysis. *Journal of Leadership and Organizational Studies* , 25 (3), 257–276. <https://doi.org/10.1177/15480511817750538>

- Mukherjee, S., & Mulla, ZR (2022). Empowering and Directive Leadership: The Cost of Changing Styles. *Business Perspectives and Research* , 10 (2), 251–266. <https://doi.org/10.1177/22785337211008321>
- Muller, A., & Mitlin, D. (2007). Securing inclusion: Strategies for community empowerment and state redistribution. *Environment and Urbanization* , 19 (2), 425–439. <https://doi.org/10.1177/0956247807082822>
- Palutturi, S., Saleh, LM, Rachmat, M., Malek, JA, & Nam, EW (2021). Principles and strategies for aisles communities empowerment in creating Makassar Healthy City, Indonesia. *Gaceta Sanitaria* , 35 , S46–S48. <https://doi.org/10.1016/j.gaceta.2020.12.013>
- Patton, MQ (1991). *Quantitative Evaluation Method* . Student Library.
- Prabowo, SE, Hamid, D., & Prasetya, A. (2016). Analysis of Community Participation in Tourism Village Development (Study in Pujonkidul Village, Pujon District, Malang Regency). *Journal of Business Administration (JAB)* , 33 (2), 18–24.
- Setyorini, B. (2017). Plantation Development Through Farmer Group Empowerment (Case Study of “Dewi Sri” Farmer Group, Krajan Hamlet, Gondang Village, Nawangan District, Pacitan Regency, East Java. *Journal of State Administration Students* , 1 (1), 1–10. betysetyorini@gmail.com
- Suprina, R., Pasaribu, P., Rachmatullah, A. (2020). Strengthening Pokdarwis Organizations in Muntei Village, Madobag Village and Matotonan Village on Siberut Island, Mentawai Regency. *Journal of Tourism Empowerment* , 2(2) (2), 104–110. <http://jurnalpariwisata.stptrisakti.ac.id/index.php/JPP/article/view/1450/216>
- Yoo, S., Weed, NE, Lempa, ML, Mbondo, M., Shada, RE, & Goodman, RM (2004). Collaborative Community Empowerment: An Illustration of a Six-Step Process. *HealthPromotion Practice* , 5 (3), 256–265. <https://doi.org/10.1177/1524839903257363>
- Zulkarnain, & Raharjo, KM (2022). *Community Empowerment in Organizing Tourism Village Management* . CV Bayfa Cendikia Indonesia.