

ANALYZING THE ROLE OF 'SANAK INDONESIA MADANI' AS TOURISM COUNSELOR IN ENHANCING COMMUNITY-BASED TOURISM HR QUALITY IN WEST SUMATRA

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Abstract. Community-based tourism (CBT) is one of the leading tourism concepts in Indonesia currently that carries the concept of from community, by community, and for community. It is hoped that tourism will no longer only focus on profit, but also will provide benefits to the community in order to improve their welfare. One of the provinces in Indonesia that has also adapted the CBT concept is West Sumatra. Currently there are as many as 238 Tourism Villages that already have decrees from the government. So the Sanak Nan Salapan was formed as a team of tourism counselor to help the community empowerment. Consisting eight member that are not only tourism practioner, but also those engaged in the arts and creative economy. In this study, the authors wanted to analyze the role and strategies that have been carried out by Sanak Nan Salapan in empowering the community, and CBT field. The research approach was carried out in a qualitative descriptive manner by interviewing the Sanak Nan Salapan team and also gain information needed from their official Instagram account @sanaknansalapan. After almost two years of providing guidance, training and assistance to the community, it turns out that the problems that arise are still from the readiness, mindset and mentality of the tourism actors themselves. It is quite difficult to find new pioneers who are able to independently develop the CBT concept in their village, therefor the assistance must continue.

Keywords: tourism counselor; community based tourism; community empowerment; sanak nan salapan.

I. INTRODUCTION

The concept of community-based tourism (CBT) is one of the leading tourism concepts that is being echoed by the Indonesian government today. With the concept of the community, by the community, and for the community, it is hoped that CBT-based tourism will not only focus on profit and tourist satisfaction, but also can improve the standard of living and welfare of the people in it. Community-based tourism is tourism where the community or local residents play an important and major role in decision making, influencing and benefiting their lives and environment (Satrayuda [1]). One of the provinces in Indonesia that is also actively carrying out the CBT concept is West Sumatra. Nagari Tuo Pariangan in Tanah Datar Regency which is the oldest village in Minang Kabau is one of the tourist villages in West Sumatra. Nagari (village), which was once dubbed as one of the most beautiful villages in the world, also won three awards from the Indonesian Tourism Village Award (ADWI) in 2022. Two of them are awards from the Indonesian Record Museum (MURI), and the Best I title in the category of Developing Village in 2022 (tanahdatar.go.id [2])

Following in the footsteps of Nagari Tuo Pariangan who continues to make achievements in the national and international arena, it is undeniable that the spirit of CBT-based tourism movement is increasingly flourishing in West

Sumatra. There are even two other tourism villages that also make West Sumatra proud in the Indonesian Tourism Village Award, namely Green Talao Park (GTP) Tourism Village in Padang Pariaman Regency and Nagari Silokek Tourism Village in Sijunjung Regency, West Sumatra (padang.tribunnews.com [3]). To optimize the realization of community-based tourism in West Sumatra, the West Sumatra Tourism Counselor Unit or known as Sanak Nan Salapan was formed under the umbrella of the Provincial Tourism Office before finally transforming into Sanak Indonesia Madani which moves independently. According to the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia number 19 of 2014, the scope of tourism consultant services includes efforts to provide advice and recommendations regarding feasibility studies, planning, business management, research, and marketing in the field of tourism. The Sanak Nan Salapan team (before becoming Sanak Indonesia Madani) consisted of eight leaders who were active in community empowerment efforts. Not only those engaged in tourism, but this team is also strengthened by those engaged in the arts and creative economy. As stated on their @sanaknansalapan instgram page, the tasks of your own team are:

1. Become a tourism counselor in regencies and cities throughout West Sumatra.

2. Providing assistance related to the transformation of the mindset of West Sumatra tourism villages.
3. Together the community and village / nagari government explore problems, develop tourism villages and formulate problem solutions.
4. Become a motivator and resource person in the development of community-based tourism

It can be concluded, in addition to playing a role in advancing tourism, the Sanak team itself is focused on assisting and fostering the tourism community to be more empowered. Empowerment means the granting of power to influence or control. An individual and/or group has the right to participate in social decisions concerning his community. Through empowerment, it is hoped that there can be a process of social change that allows people who are powerless to exert influence in their environment. Efforts to empower the community can be seen from three sides, namely the creation of a climate that allows the potential of the community to develop (enabling), increasing capacity by strengthening the potential or power owned by the community (empowering) and protecting interests by developing a protection system for communities who are the subject of development (protecting) (Supatmo [4]).

Research on community development and empowerment strategies in CBT-based tourism itself is not new. In West Sumatra itself there has been similar research before. Based on the results of research by Henny Ferniza [5], there are seven aspects that cause weak tourism development in West Sumatra. These aspects are: weak mindset / mindset of the community, social aspects of the community, aspects of planning, financial support from the government, economic factors of the community, marketing and lack of supporting facilities and infrastructure. According to Ferniza [5], the mindset of the community is considered to be the main factor that causes weak tourism in West Sumatra. The mindset of local people in understanding tourism has not been as expected. So that bad behaviors arise from the community such as the emergence of pungli, raising the price of goods, and even unfriendliness to tourists. The readiness of very weak human resources often makes people consider tourists as a goldfield. So then many people take advantage of the presence of tourists in negative ways. So we can conclude that the quality of human resources is an aspect that really needs to be honed and developed in realizing better West Sumatra tourism. Readiness and good quality of human resources, of course, will be able to realize good quality tourism as well. Seeing the problem of the quality of West Sumatra tourism human resources that never ends, through this study the author wants to see and observe whether the presence of Sanak Indonesia Madani (SIN) as a tourism counselor can bring changes for the better in improving the quality and readiness of West Sumatra human resources in the tourism industry.

II. RESEARCH METHODS

This research uses a qualitative descriptive method approach. Where the data collection is carried out primary and secondary [6]. In this study, researchers will use an interview

instrument with one of the Sanak Nan Salapan team members who is currently active as the manager of Kubu Gadang Tourism Village. As for the secondary data, the author got it from the official Instagram page of Sanak Nan Salapan @sanaknansalapan [7]. This research itself was conducted in a span of one month from November 2022 to December 2022 in Padang panjang, West Sumatra

III. RESULTS AND DISCUSSION

Relatives of Nan Salapan

Sanak Nan Salapan or eight bersauda if interpreted into Indonesian is a team of tourism counselors who were met and formed by Mr. H. Novrial S.E., M.A.Ak. who was the former Head of the West Sumatra Tourism Office for the 2018-2022 period. This team was officially formed on July 31, 2021 under the supervision of the provincial Tourism Office. As the name suggests, the Sanak team (counselor unit) consists of *leaders* who have their respective specialties and are actively involved in community empowerment efforts in West Sumatra. Not only those who play a role in tourism, this team also consists of movers from the arts and creative economy. This team itself was formed by the West Sumatra Tourism Office with the aim of helping the optimization and implementation of the CBT concept in the community. In addition, with the presence of the Sanak team in the West Sumatra tourism scene, it is expected to strengthen CBT-based tourism and also give birth to better pokdarwis-pokdarwis and new tourism villages in the future. Based on data obtained from the official website of the tourism village network owned by Kemeparekraf, there are currently 238 tourist villages that already have a decree in West Sumatra. Initially, the Sanak team was facilitated by the Tourism Office so that they could go into the field and interact directly with managers of pioneer tourism villages and potential tourism villages in order to share and share knowledge about technical and management of tourism villages.

Transition to Become a Madani Indonesian Relative

Along the way, in the first year, of course, there were adjustments and adaptations within the team. So the team which initially consisted of eight people was narrowed to only six people due to busyness and differences in vision and mission among its members. Now the Sanak team itself is fronted by six members, namely Ritno Kurniawan, who is also the manager of Lubuak Nyarai tourism, focusing on developing *outdoor activities*. Then there is Ajo Wayoik. This lecturer and driving Minang Kabau art plays a role in the development of the field of *cultural creative branding*. Then there is Ady Kurniawan, *founder* of Green Talao Park which focuses on developing *community-based tourism* (CBT) itself. Then there's Husen. The figure behind *Sumatra Volunteer Foundation* and *Sumatra Life Eco* focuses on *creative product development*. Then there is Yahdi Moehammad or known as the *King of Wakanda*, who is the *leader* of Kapalo Banda Taram Tourism plays a role in the development of

sociopreneurship tourism. Last but not least is Yuliza Zen. The only woman in the Sanak team who is also the *leader* of Kubu Gadang Tourism Village plays a role in the development of *gastroventure tourism*.

After reconstruction and adjustments within the team, then in 2022 the Sanak team decided to start running independently and break away from the umbrella of the Tourism Agency. The Sanak team then decided to continue working and contributing by establishing a PT that provides tourism consulting services and transformed with a new identity as Sanak Indonesia Madani. Although it has moved independently, this PT was established without leaving the initial spirit of the establishment of Sanak Nan Salapan, which is to contribute to the development of community-based tourism and improve the quality of tourism human resources in West Sumatra. Because after running for almost two years, the Sanak team found the fact that actually the crucial problem in tourism in West Sumatra is the willingness and readiness of the human resources themselves. Seeing the success of previous tourist villages, then many pioneer tourism villages emerged that were caught in *euphoria*. Where there is no focus and consistency from the manager in managing tourism villages. This eventually led to many tourist villages that ended up being abandoned. This is where the Sanak team then plays a role in coaching and mentoring to change the mindset of existing human resources so that these young tourist villages can stay alive and provide benefits and can contribute to improving the standard of living of the people in them.

The Role of Sanak Indonesia Madani as Tourism Counselor

During its run from 2021-2022, the Sanak Indonesia Madani (SIN) team focused on three main activities. The first is to provide assistance and community development in tourism villages and also potential tourism villages. Usually, the Sanak team will be present as a guide and provide motivation to the tourist community. Not only that, the Sanak team will also provide training, especially in technical terms both *hard skills* and *soft skills* to be able to develop tourism in a tourist village. The Sanak team will help tourism drivers, especially in villages, so that they can sell existing tourism potential. Starting from identifying problems to how to sell tour packages. In 2022 alone, the Sanak team has assisted the launch and empowerment in 50 agro tourism villages in West Sumatra. Then there are three pioneer tourism villages that were also born during mentoring with the Sanak team, namely Lake Talang Village and Saniang Baka Tourism Village in Solok Regency, and Sinuruik Tourism Village, in Pasaman. In addition, there are also tourism villages that can slowly move more independently in their operations and development, namely Sumpu Tourism Village, Sarugo Tourism Village (Saribu Gonjong), Ampiang Parak Tourism Village (Ampar) and finally Sungai Batang Tourism Village.

Second, the Sanak team also provides tour services, especially in providing tour packages to tourist villages in West Sumatra. One of the weaknesses of tourism village human resources found by the Sanak team is the motivation and communication skills of tourism drivers who are still very

minimal. The fact found in the field is that the movers of existing tourism villages actually know enough and understand the tourism potential they have. But the motivation to be able to develop and sell that potential still has to be encouraged. In addition, *public speaking* skills and establishing relationships also still have to be honed. Because most of the movers of tourist villages are still often awkward when it comes to communicating with tourists. This is also what prevents the driving community of tourism villages from finding it difficult to sell services and tour packages in their villages. Therefore, the Sanak team also then helps tourist villages in need by finding markets and prospective tourists so that they can visit tourist villages in West Sumatra. From this limitation, the Sanak team also focuses on providing training so that the movers of this tourism village can reduce their awkwardness and can improve aspects of service and communication for the better.

The Sanak team is also engaged in *event organizers* that include tourism and community empowerment in West Sumatra. During 2022, there are three major *events* that have been held by the Sanak team. The event is the *launching* or launching of agrotourism in Kubu Gadang Village. Then there is *West Sumatra Digital Creativity* which is also held in Kubu Gadang Tourism Village. And the last one is the Taram Enchantment Festival which was held in District 50 City in December 2022. As counselors who focus on community empowerment, of course this *event* is held by involving contributions from local communities in the area. Although currently the Sanak Nan Salapan team has grown to 70 people, the *leaders* in the Sanak team ensure that every event they hold always involves the community. This is intended so that local people have their own sense of closeness and are motivated to develop tourism potential in their region. Local communities will be invited to contribute and collaborate in various fields. Involved in *the event* preparation team, providing accommodation and culinary, and so on.

Constraints on Tourism Human Resources Development in West Sumatra

As a tourism consultant, it is undeniable that Sanak Indonesia Madani has made a considerable contribution to the community-based tourism movement in West Sumatra. According to Indrianti [8] as quoted by Gumelar S. Sastrayuda [1] the stage of community empowerment includes three components, namely:

1. The stage of awareness and formation of behavior leads to conscious behavior and requires self-capacity improvement
2. Transformation of abilities in the form of insight into knowledge, skills, basic skills so that they can take a role in development
3. Increasing intellectual abilities, skills, skills so that innovative initiatives and abilities are formed to lead to independence

It can be seen that the Sanak team has fulfilled the three elements above in an effort to empower the community. The Sanak team is active in raising awareness and shaping the behavior of the tourism community. Providing *soft skills* and

hard skills training in equipping existing human resources actively helps in improving the ability of tour managers so that they can then move independently. The existence of new tourism villages that appear and the improvement of the quality of human resources in the field of *hospitality* and tourism village management does not necessarily make this effort can be said to be successful. Based on findings in the field, the author can conclude that there are obstacles that still hinder efforts to empower CBT-based tourism human resources in West Sumatra. Including:

1. Mental readiness of tourism village managers and communities in realizing CBT-based tourism in their areas
2. There is no consistency and focus from tourism village managers in keeping their tourism villages alive
3. There is a disagreement between *stakeholders* in tourism villages such as pokdarwis, communities, niniak mamak (traditional elders), *cadiak pandai* (knowledgeable people), and young people so that there is no common vision and mission in efforts to develop tourism villages
4. There is no communicative approach between destination managers and tourism supporting industries in a region
5. The lack of *public speaking skills* and awareness of technology makes it difficult for tourism villages to develop

IV. CONCLUSION

In the journey of Sanak Insan Madani as a tourism counselor, many new tourism villages and potential tourism villages have begun to realize and move towards community-based tourism. Through mentoring, coaching and training, the community is invited to be able to contribute and collaborate in developing tourism. But it is undeniable that the process is not easy. until now, the Sanak team itself is still experiencing difficulties in efforts to improve the quality of tourism human resources in West Sumatra. There are still many obstacles faced by the Sanak team in the process. Mental readiness, consistency, and community focus in developing CBT-based tourism are considered very weak. Therefore, assistance needs to continue until these tourist villages are ready to move independently. Communication problems also need to be a concern for Sanak Indonesia Madani. A communicative approach also needs to be taken both between tourism managers and industries around the destination, as well as within the tourism village community itself in order to achieve an understanding of the vision and mission in building CBT-based tourism. Although it takes a long time, this is done in order to realize community-based tourism as a whole.

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